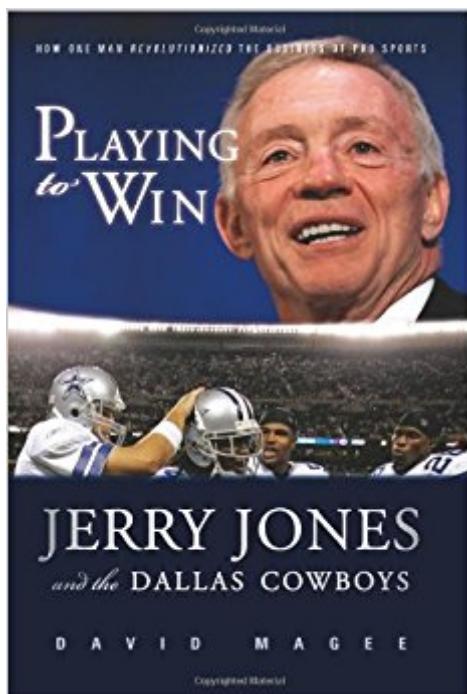


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Playing To Win: Jerry Jones And The Dallas Cowboys



Synopsis

Parlaying unrestricted access into a compelling behind-the-scenes narrative, author David Magee reveals football vignettes and insightful management morsels from arguably the most colorful and influential owner in all of professional sports. Playing to Win is the true story of how an Arkansas oilman named Jerry Jones was able to turn the Dallas Cowboys franchise around and become arguably the most influential owner in all of professional sports winning three Super Bowls, landing record-setting television contracts, and overseeing every detail of a brand-new \$1.2 billion stadium along the way. From revolutionizing the NFL's business model to helping transform the league into the nation's most popular sport, Jones is a sports icon, and this book showcases and brings clarity to the scope of his impact.

Book Information

Hardcover: 224 pages

Publisher: Triumph Books; 1st, No Additional Printings edition (September 1, 2008)

Language: English

ISBN-10: 1600781241

ISBN-13: 978-1600781247

Product Dimensions: 6 x 0.9 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 10 customer reviews

Best Sellers Rank: #671,627 in Books (See Top 100 in Books) #13 in Books > Travel > United States > Texas > Dallas & Fort Worth #229 in Books > Travel > United States > South > West South Central #1104 in Books > Sports & Outdoors > Miscellaneous > History of Sports

Customer Reviews

In 1989 the Dallas Cowboys were struggling to keep their heads above water, both on and off the field. Three straight losing seasons, falling revenue, and the crumbling finances of owner H.R. "Bum" Bright had left "America's Team" a shadow of its former self. That February, Bright announced he had made a handshake deal to sell the team for \$140 million to an Arkansas oilman named Jerry Jones. Nearly two decades later, Jones has turned the Cowboys into the most profitable sports franchise in the world; sports three Super Bowl rings won during the 1990s with two different coaches; and has overseen every detail involving the team's new \$1.2 billion home in Arlington, Texas, a stadium the likes of which no sports fan has ever seen. Along the way, Jones's aggressive, creative ideas combined with a colorful cast of coaches and players to completely

revolutionize the NFL's business model, helping to transform the league into the nation's most popular sport. Acclaimed author David Magee (How Toyota Became #1) was granted an all-access pass to the Cowboys organization, the team's locker room, and to Jones himself. The result is *Playing to Win*, an unprecedented and compelling look at the inner workings of the Cowboys, the NFL, the business of sports, and the man with the ambition and drive to turn the playing field upside down. *Playing to Win* is an enlightening, behind-the-scenes narrative featuring the true story behind Jones's purchase of the team; the firing of legendary coach Tom Landry; the fallout between Jones and coach Jimmy Johnson; the team's attitude toward acquiring controversial stars, including Michael Irvin, Terrell Owens, and Adam "Pacman" Jones; and Dallas's approach to merchandising, marketing, and stadium financing. *Playing to Win* is a must-read for serious football fans and anyone with a desire to understand the modern world of pro sports.

David Magee is the author of nine nonfiction books, including *How Toyota Became #1* and *Endurance: Winning Life's Majors the Phil Mickelson Way*. He lives in Lookout Mountain, Tennessee.

Nice Read!

Anyone who says anything about Jerry Jones should read this book before they make a final decision. Think you know Jerry? Did you know about his college football playing days? Still think he doesn't know football? What about his NCAA Championship that he won while in college at the University of Arkansas. Read this book before you think you know everything. This is a well written and well researched book.

If you are an avid professional football fan, let alone a diehard Cowboy supporter, this book may not be for you. The book covers the period from 1989 (when Jerry Jones bought the team) to the end of 2007 season. As a serious football fan, although not of the Cowboys, I was expecting to get plenty of behind-the-scenes tidbits of what contribute into Jones's character, values and his decision making process with the players, coaches and organization, that haven't been covered by media. Instead, the book reads more like a collection of scrapbook snapshots from the time span rather than detailed inside stories retrieved from a personal diary. This is despite the author's claimed unlimited access to Jones and his organization. Most football fans who followed the Cowboys during their '90s glory days would easily recall 60-80% of the contents of this book. To his

credit, the author presents his materials in an easy-read, quick-flow format. He can do away with repeated uses of complete people references throughout the book, such as "team owner and general manager Jerry Jones". The book is valuable overview for casual sports fans who want to learn more about Dallas Cowboys and its flashy owner. Unfortunately, it leaves the more serious football followers longing for a lot more. For more comprehensive readings about the Cowboys, I'd recommend the following: Boys Will Be Boys: The Glory Days and Party Nights of the Dallas Cowboys Dynasty. An inside look into the star players of the Cowboys teams from the '90s and mainly their lives off the field. King of the Cowboys: The Life and Times of Jerry Jones. Published in 1995, this relatively unknown book provides deeper details into oft-controversial character of Jerry Jones, before and after he purchased the Cowboys.

BEST INSIDE 2- MR. JONES GREAT MAN GO COWBOYS!!!

Worth your time

Great sale

Being a life long Cowboy fan. This is an interesting book. Buying the Cowboys in 1989. The first thing he did was fire Coach Tom Landry. I did not think that was a bad move. If Landry had been anywhere but Dallas he would have been gone anyway. But a whole lot of people didn't appreciate that somebody from Arkansas would come in and do that. Then during that first season when it looked like the team was going in the wrong direction and saw what a hands on owner Jones was. It was more of a nightmare. But with Jimmy Johnson as coach it wasn't long before the Cowboys were winning Super Bowls again and everything was perfect. Until Jones ego took over and fired Johnson. And things never have been the same. One thing I will say for Jones he had a vision and during those early years took the blame. Even though after they started having success he was the one who wanted the credit. What he is able to do is run the Cowboys like a business. He is brilliant at marketing. He has made the Cowboys the most valued franchise in sports. And I think he was the first owner to bring in sponsors like Nike and Pepsi. Which with revenue sharing has helped the league. Which is something they don't really want to admit.

Tells the story of Jerry Jones. It is mentioned that the author had access to Jerry but a load of end notes make it appear that he gathered the information from newspaper articles. Jerry grew up in

Arkansas, his dad had a fruit stand that he parlayed into a supermarket that even included a stage for the shopping experience. Jerry played on U.of A. NCAA Championship football team, he was in contact with Jimmy Johnson and Barry Switzer. Jerry had business interests and when the Dallas Cowboys became available in 1989 he cobbled together enough \$ to purchase them. Then he tracks down Tom Landry on a golf course and fires him. The team does poorly and he garners draft picks and is able to gather good player to quickly win three Super bowls with two different coaches. But, success brings troubles. And he needs more \$ so he starts doing his own endorsements to get \$ which angers the NFL. The text covers coaches and QBs for the 20 years he has owned the team, his children are involved. Insightful. No index which shows that it is not a sports book but rather a personality profile as he works to build a new 1 billion \$ stadium and bring the Super Bowl to Dallas. Keep your eye on the \$tar. Swearing throughout. Cover price 24.95, 8 pages b/w photos.

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