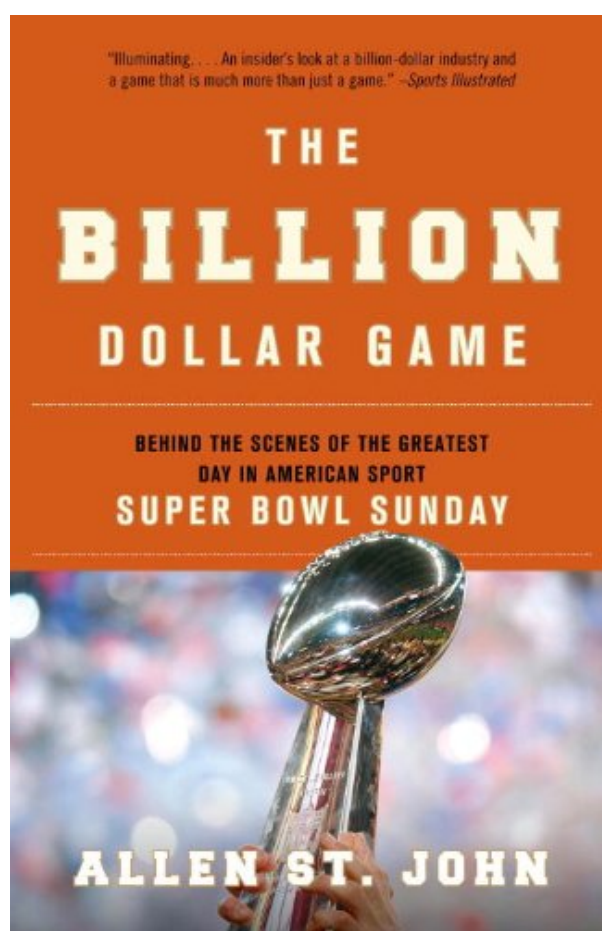


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AMERICAN SPORT - SUPER BOWL SUNDAY
BY ALLEN ST. JOHN**



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From the Trade Paperback edition.

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4 of 5 people found the following review helpful.

All Access Pass to the Super Bowl

By Al Mercurio

What a great book for anyone wanting to know what it feels like to be behind the scenes at the Super Bowl! This book should be required reading for any college student in business or special events. Allen St. John as a unique talent for writing that makes you feel that he is just having a conversation with you and his chapter on the man in charge of the Super Bowl for the NFL is right on, makes me feel like I know this man personally. I highly recommend this book!

Al Mercurio

1 of 1 people found the following review helpful.

Sucks You In And Builds Anticipation

By Zachary Koenig

The subtitle on this book states that it will take you "behind the scenes of the greatest day in American sport...Super Bowl Sunday". Well, author Allen St. John delivered superbly on that promise.

Basically, this book takes you through the lion's share of the preparation that goes into pulling off perhaps the biggest logistical nightmare in sporting history...the NFL Super Bowl. From choosing a stadium (heck, BUILDING a stadium!), coordinating the crowd, throwing the parties, and broadcasting the on-field action, among many other areas, St. John takes you along for the ride as he begins to truly understand the magnitude of the events he is witnessing.

As a lifelong football fan, I have always watched the Super Bowl, but never really researched the kind of work that goes into making it all run smoothly (or at least as close to that definition as possible). St. John actually makes it fun, too, as his interviews with the key orchestrators of the event are always revealing without being pushy or overly dramatic...he's just a guy trying to wrap his head around everything.

There are really only two complaints I have about the book: First, is the prolonged focus on the building of the new stadium in Tempe, Arizona to host the Big Game. It almost seemed as if St. John's original goal was to show the kind of economic impact a new stadium could have on a particular region, but then decided to broaden his scope. Also, I was left a little bit wanting by the ending; more specifically the fact that so little was actually written about the actual Super Bowl in question. St. John does a remarkable job of showing his readers the build-up to the event, but fizzles a bit when actually describing the events that made it all pay off.

All in all, though, this book is a fun little read for all NFL fans (or anyone in the marketing/advertising/production fields!) that will leave you wondering how it will all come together this February.

1 of 1 people found the following review helpful.

Enjoyable Look at "The Big Game" - a little too much playboy party though

By Ronald Brown

I enjoyed this look at the Super Bowl. The author focuses on Super Bowl XLII in Phoenix. The book is not about football as much as it is about the cultural phenomenon that is the game. He looks at how stadiums are built and funded since hosting super bowls was how Phoenix justified the cost of the building. Television broadcasting is examined and the author describes in detail how the production is done and of course discusses the commercials. A good portion of the book, more than I cared for, was about the Playboy party. I would have been interested in a chapter about the party, but about 3 chapters are devoted to it.

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