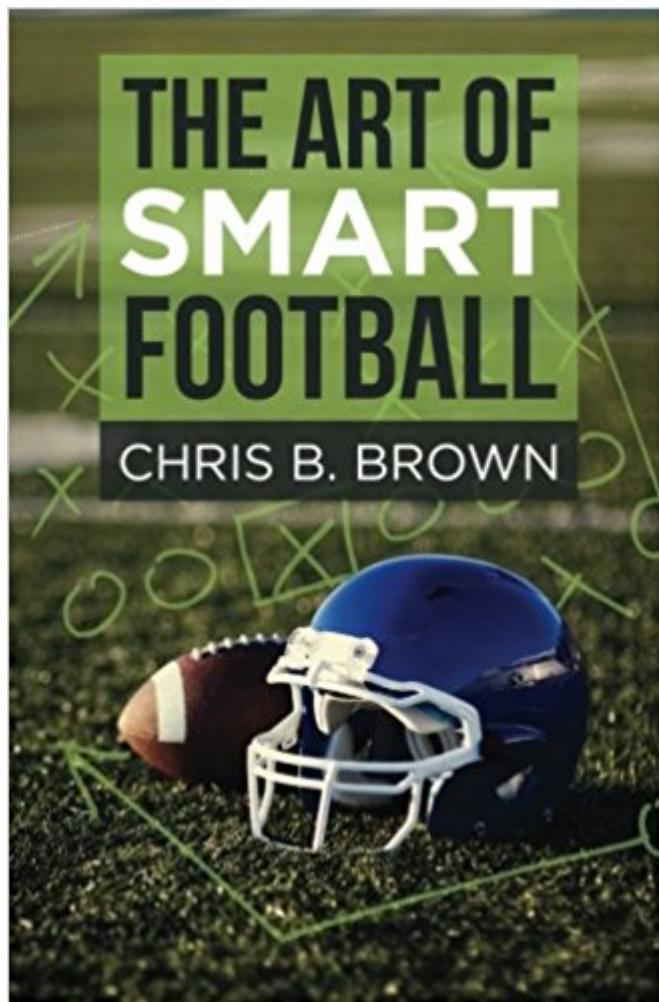


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The Art Of Smart Football



Synopsis

Masterfully blending thought provoking analysis with engrossing storytelling, The Art of Smart Football examines football's most innovative and enduring strategies and ideas, through the lens of the sport's best coaches and players. The Art of Smart Football is an eye-opening, fascinating and accessible contribution to our understanding of America's favorite sport. The Art of Smart Football features analysis of football's top strategists and schemes, including: Pete Carroll's aggressive defense Chip Kelly's spread offense and new-school methods The roots of Bill Belichick's defensive genius Gus Malzahn's up-tempo offense The strategies Peyton Manning, Tom Brady, and Aaron Rodgers use to shred defenses Art Briles and Baylor's wide open attack Nick Saban's defensive evolution The book also includes explorations of the newest trends in football, including "packaged plays" that combine runs and passes into one play, "pattern match" defenses that blend man-to-man and zone pass coverages, how defenses are responding to the spread offense, and much more. Praise for The Art of Smart Football: "The Art of Smart Football made me a smarter football writer . . . Football, as presented by these coaches and by Brown, is such an imaginative game. It's a great read: Go buy it." -- Peter King, The MMQB/Sports Illustrated "A must read if you are a football junkie." -- Trent Dilfer, ESPN/13-year NFL Veteran Quarterback "The best analysis in the game today." -- Rolling Stone "Awesome stuff. I recommend The Art of Smart Football to any coach or fan." -- Matt Bowen, ESPN Columnist/NFL Veteran "When Chris B. Brown releases a book, you should buy it." -- Bill Barnwell, Grantland/ESPN "A deep dive into football. Highly recommended." -- Field Yates, ESPN "The Art of Smart Football is a perfect read for anyone looking to take their knowledge of the game up a notch." -- ElevenWarriors.com

Book Information

Paperback: 182 pages

Publisher: SCBB Press (July 9, 2015)

Language: English

ISBN-10: 069244825X

ISBN-13: 978-0692448250

Product Dimensions: 5.2 x 0.5 x 8 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 110 customer reviews

Best Sellers Rank: #51,489 in Books (See Top 100 in Books) #14 in Books > Sports &

Customer Reviews

Chris B. Brown is the bestselling author of *The Essential Smart Football*, a featured contributor to Grantland/ESPN, and the editor of SmartFootball.com. He has also written for The New York Times, SBNation/Vox, Deadspin, Yahoo! Sports and Slate. He lives in New York City with his wife and two daughters.

Chris Brown has a gift for talking about football-related topics and personalities at a level that is a lot deeper, more insightful, and more interesting than what you are going to hear on TV. I am a high school football coach and an avid reader, so I have a library of football coaching books, but this is not like those. Brown picks a topic of interest and dives in, but it's not a how-to book as much as it's the written musings of an intelligent football junkie who is sharing what he has learned. The book is more or less a collection of essays, most of which came from his online website (which is also very much worth your time). If you like football, and you like to read, take a look at this book.

Huge fan of Chris Brown and what he's done for understanding of the finer points of football. I'm someone who is not a novice but not an expert and I've found that I've learned so much from this book. At the same time I believe even beginners would benefit from the stories that define the unique aspects of individual football teams.

Besides the fact that the material is thought provoking as well as informative the book is very well written. There are insights that a coach can take and learn from while just appealing to the casual fan as well. If you are a coach you will have a tough time putting the book down.

I very much enjoyed the tour of football concepts and coaches, especially piecing together many of the various legendary coaching trees.

Chris Brown is a great writer who manages to make football strategy accessible to the more casual fan. While Brown's knowledge of various strategies are as strong as anyone else's his work strives to bring the masses in. If you are somewhat interested in different strategies and their history you should read this. If you're looking for something more comprehensive this probably isn't the book for

you. Regardless it's still a very good read.

Very interesting book, I thoroughly enjoyed reading about the different styles and their origins. I highly recommend this book for anyone interested in current trends and their beginnings

Great book to start off any one lacking knowledge of football. Real easy read and packed full of information. Used today concepts mixed in with past concepts that are still used in today's game.

My son is a football fanatic so it is hard to get him a football-oriented gift. This book did the trick. When he opened it, his eyes lit up. He knows the author (of course) but fortunately he hadn't read this. I got the impression he was going to drop everything until he had finished it.

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