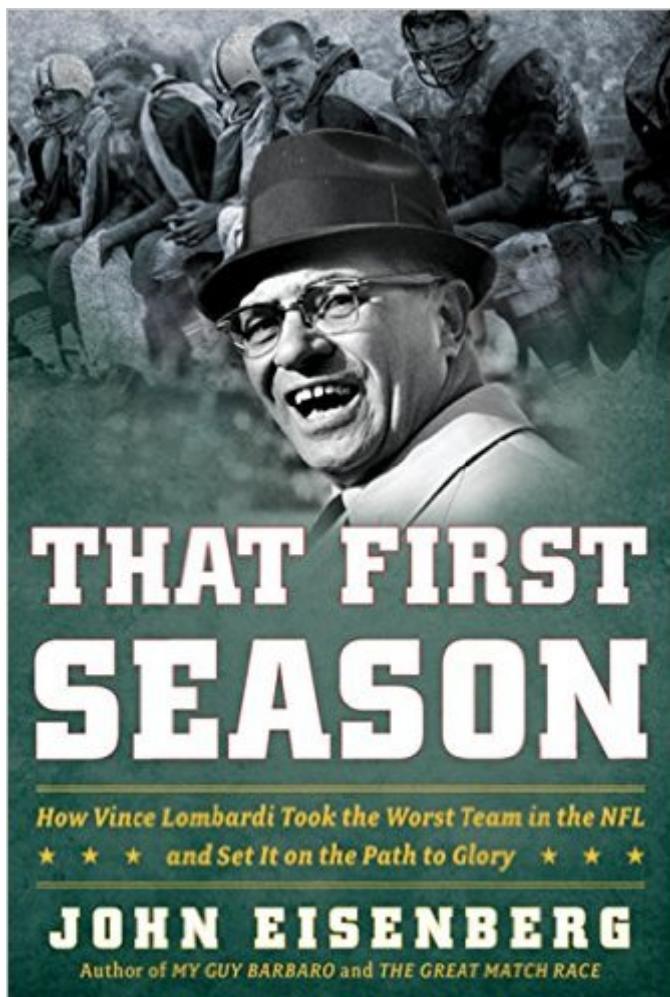


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# That First Season: How Vince Lombardi Took The Worst Team In The NFL And Set It On The Path To Glory



## **Synopsis**

John Eisenberg's *That First Season* is the seldom-studied prequel to a phenomenal football career for Vince Lombardi and the Packers, drawing on exhaustive new research and interviews to tell an incredible ensemble tale of a team, a town, and their leader. The once-vaunted Green Bay Packers were a laughing stock by the late 1950s. They hadn't fielded a winning team in more than a decade and were close to losing their franchise to another city. They were in desperate need of a savior, and he arrived in a wood-paneled station wagon in the dead of winter from New York City. In a single year, Vince Lombardi, "the grizzled coach who took no bull," transformed a team of underachievers into winners and resurrected a city known for its passion for sport. --This text refers to the Paperback edition.

## **Book Information**

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## **Customer Reviews**

Much has been chronicled and written about the highly successful Green Bay Packer football team of the 1950s-1960s that helped christen Green Bay as "Titletown USA" and its iconic coach, Vince Lombardi, who became a legend in his own time. But what would have happened to the Green Bay Packer legend if Vince Lombardi had never been hired following the disastrous 1-10-1 season in 1958? That is a burning enigmatic question I grappled with as I read sportswriter John Eisenberg's excellent *"That First Season"*. *"That First Season"* is a well researched, highly readable portrait of how "the right man for the right job at the right time" ended up in Green Bay and transformed an unfocused, unmotivated group of losers suffering through a horrible one-win season to become a 7-5 winning team in one year and a team that would later send a truckload of its players to the hall

of fame. Imagine Paul Hornung unwanted and sitting under-utilized on the bench. Or Bart Starr, considered too nice and too mistake prone to be a starting quarterback in the NFL. Or Jim Taylor, not considered big enough or strong enough to become a hall of fame fullback. Or Ray Nitchke, considered too undisciplined to ever become a true leader. These are poignant characterizations of what Lombardi inherited when he assumed the coaching and personnel reins of the Packers after that disastrous 1958 season. "That First Season" examines in detail how Lombardi and his coaches took control of a losing team and guided it and its community back to respectability in the world of professional football.

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