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The Billion Dollar Game: Behind the Scenes of the Greatest Day In American Sport - Super Bowl Sunday

Allen St. John

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A fascinating portrait of the National Football League, the Super Bowl, and all the position players who come together to create the biggest cultural phenomenon in American sports.

Think the Super Bowl is only about two teams of titans clashing on the field? Think again. The Super Bowl is about fans, hundreds of millions of fans. It’s about money, more money than the GDP of twenty-five sovereign nations. It’s about precision, the timing of everything from the notorious commercials to the epic halftime show. And it’s about the vision and skill of designing a state-of-the-art stadium to house the great show. Here, Allen St. John reveals how America’s biggest sporting event is more than just a couple hours on a Sunday: it’s a high stakes, real-life dramatic story, with millions of participants all hoping for the same thing—the greatest game ever.

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