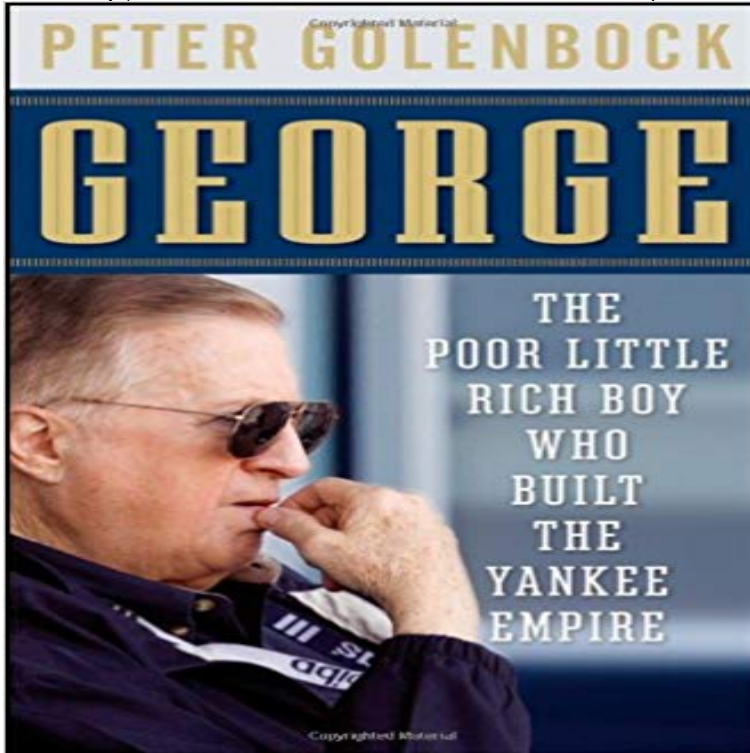


George: The Poor Little Rich Boy Who Built the Yankee Empire



The biography of one of the most controversial figures in sports: New York Yankees owner George Steinbrenner. For 34 years, he berated his players and tormented Yankees managers and employees. He played fast and loose with the rules, and twice could have gone to jail. He was banned from baseball for life but was allowed back in the game. Yet George Steinbrenner also built the New York Yankees from a mediocre team into the greatest sports franchise in America. The Yankees won ten pennants and six World Series during his tenure. Now acclaimed sportswriter and New York Times bestselling author Peter Golenbock tells the fascinating story of The Boss, from his Midwestern childhood through his decades-long ownership of the Yankees—the longest in the team's history. Draws on more than a hundred interviews with those who have known George Steinbrenner throughout his life to tell the complete story of The Boss and his long tenure as owner of the New York Yankees. Gets inside Steinbrenner's countless manager hirings and firings, from Billy Martin to Joe Torre; the legendary feuds and hard feelings involving famous figures such as Yogi Berra and Dave Winfield; and the ever-spiraling players salaries. Covers the astute business deals that transformed the Yankees from a \$10 million franchise into a powerhouse worth over \$1 billion today. Written by Peter Golenbock, one of the nation's best-known sports authors and the author of five New York Times bestsellers, including Number 1 with Billy Martin and The Bronx Zoo with Sparky Lyle. Packed with drama, insight, and fascinating front-office details, George is essential reading for baseball fans and anyone who loves a terrific story well told.

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