



Rozelle: Czar of the NFL

Jeff Davis

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The definitive biography of the powerful commissioner who masterminded the Super Bowl and changed professional sports forever

Pete Rozelle built a sports empire. He invented the Super Bowl, tripled the size of the NFL, and turned football into a billion-dollar business. Before he came along, Monday was just another weeknight. Rozelle was the archetype of the modern sports commissioner and one of *Time* magazine's 100 most important people of the 20th century.

In *Rozelle*, critically acclaimed biographer Jeff Davis goes deep into the extraordinary life of this legendary figure. Showcasing exclusive interviews with more than a hundred of Rozelle's family members, colleagues, admirers, and detractors, Davis weaves a compelling narrative fabric that masterfully spans Rozelle's life from childhood through his days as an executive with the L. A. Rams, to his triumphs as commissioner of the NFL and his everlasting impact on the American way of sport.

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