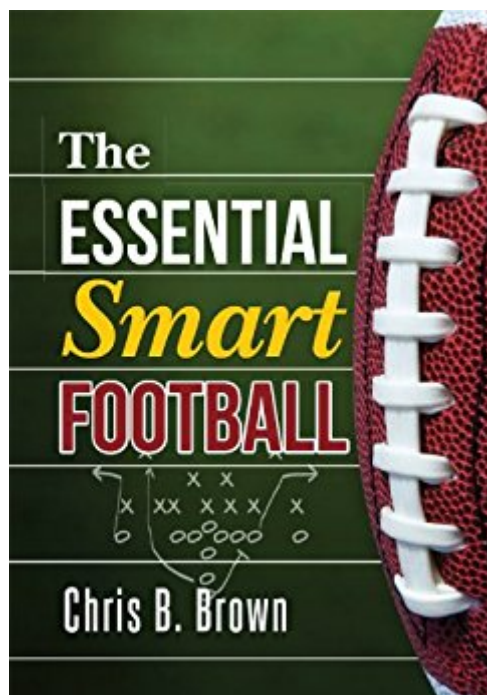


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The Essential Smart Football



Synopsis

The Essential Smart Football is an examination of football's most important strategies and ideas, through the lens of the game's best coaches, players, and schemes. Brilliantly written and eschewing unnecessary jargon and technicality, it makes a major contribution to our understanding of football to help all of us -- coaches, players, and fans -- appreciate the game we love all the more. The Essential Smart Football features analysis of football's top strategists and their schemes, including:- Urban Meyer's spread offense- Tom Brady's no-huddle attack- Bill Belichick's hybrid defense- Mike Leach's pass-happy "Air Raid" offense- The most popular scheme for running the ball in the NFL- Nick Saban's school of defenseThe book also includes explorations of modern approaches to the West Coast Offense, evolutions in defensive fronts and coverages, the changing role of the running game in spread and pro-style offenses, and much more."Buy this book if you love football." -- Gregg Rosenthal"[Chris Brown] has put together a book that you need to buy if you're a football fan with a pulse." -- Bill Barnwell, Staff Writer, Grantland"Accessibly erudite".-- New York Magazine"If you're a football geek, this is a mandatory purchase." -- Doug Farrar, Yahoo! Sports"Advanced stats are great, but they mean a lot more when you understand where the players are moving on the field and why. Nobody has taught me more about where the players are moving on the field and why than Chris Brown." -- Aaron Schatz, founder of FootballOutsiders.com, columnist for ESPN.com/ESPN the Magazine"I'm a better coach after reading this book. A must have in every coach's library!"-- Dub Maddox, Offensive Coordinator, Jenks High School, Jenks, Oklahoma (12x Oklahoma State champions)"Must-have new book for any football fan." -- Dan Shanoff, Quickish.com

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Customer Reviews

Over the last 5 years, Chris Brown's site Smartfootball.com has influenced the way I see (and coach) the game of football more than any other source...and I consult a lot of sources! I read 20+ books a year on football coaching, strategy, and management. Brown stays on top of the game, breaking down the newest strategies and noting why they emerged and where they evolved from. This book contains the best articles from his website all in one book. The best leaders and teachers are great simplifiers and Chris Brown makes the complex seem simple. I'm a high school head football coach and love studying the game. I have a lot of the cornerstone books like Bill Walsh's Finding the Winning Edge, Woody Hayes's Hotline to Victory, "Tiger" Ellison's Run & Shoot, Homer Smith's manuals, and Lou Holtz's The Grass is Greener. I recommend Chris Brown's book and site in the same sentence with those essential texts. All of them will change the way you see the game. The material on Urban Meyer and the Spread Offense traces the roots of the offense and the power of the "true" option as opposed to the "read" option. The chapter on the Patriots's use of "Joker" players like Gronkowski and Hernandez to create uncertainty in the defense with versatile players is essential reading -- it ties into Woody Hayes's idea of building your offense to beat the top 3 teams on your schedule (in this case the Jets, for Belichick). If you run the Spread and haven't read Brown's ideas on "Constraint" plays, you are missing out. The chapter on the No Huddle Offense and how it gives Tom Brady (of all QBs) simpler defensive structures to attack is also outstanding. The bottom line is that this is a fantastic football book from one of the best writers on football today. Buy this book and visit Brown's site and you'll be a better coach. He's as good as it gets.

This is an amazing book for football fans seeking to expand their technical knowledge of the game. It helped me know more about what's going on in the field before a play happens and why certain players line up in a particular way for a snap. It is more technical than I thought. The author writes a lot about some of the offensive and defensive formations used in the past and how current coaches have modified them. This is a good thing though because it's the kind of book you can read more

than once and still learn something new. I learned way more by looking up the terms and people he wrote about. Highly recommend.

I have been a huge spectator football fan for years and thought I knew a lot about the game. It takes a book like this to show how little I really know. Unfortunately, the author seems to assume the reader is a coach, former player or professional sports announcer. He uses terms and talks about formations with X's and O's that were way beyond my understanding. I was hoping this book would help me understand the terms and formations better, not assume I already knew them and could therefore appreciate how the football geniuses took those to the next level. I'm sure the book has much to offer for the right reader. Indeed, the parts I could understand were quite interesting. But in my opinion, this is not a book that can be enjoyed by the average spectator fan. It seems geared toward those who have been or are currently involved in playing or coaching the game and know it from the inside. That is not a criticism but rather an observation. Just be aware of that before you purchase the book.

Great read for all football coaches who want to learn the why in football. This book shows you how great minds in football has taken something and out of necessity create the next big movement in football. Everything is a reaction to problems you face as a coach and a team. It gives you the process of thinking and how you use that process to build your answers to the problems. This is a simple read and entertaining at the same time! I loved reading how everything we see today in football is built off the history of the game so if you just want to learn the history of the game or learn how the great minds solved problems this book is for you. Enjoy as you come up with the next big thing!

Apparently drawn from web postings and previously published material, The Essential Smart Football is an intriguing survey of modern offensive and defensive strategies in college and professional football. The individual chapters are short and provide both historical and tactical background; however the book suffers from being perhaps too technical for a novice and not detailed enough for a student of the game. Overall worth the modest cost, but additional depth and graphics would make for a much better book.

I got the kindle version for 99cents. It took about 2 hours to read, and it was certainly interesting. I was just expecting more from the book. A typical chapter was about 20 kindle pages(10 normal

pages), and maybe one third of the chapter was history of a coach/team, one third was philosophy, and one third of the chapter was breaking down a particular play for that coach/philosophy. I guess I was expecting more in depth analysis on the philosophies and plays. Commentators and analysts dumb down the sport because of short time frames and attention spans, but an author shouldn't have to. I wanted nitty gritty details of plays. A linebacker follows a running back before a play, how does this change a Quarterbacks progression under Urban Meyers offensive philosophy? You won't find out in this book. Overall I definitely enjoyed reading it, and 99 cents and two hours isn't a terrible investment.

The work was very insightful on the historical trace of both various defensive and offensive operational tactics utilized at both the collegiate and professional level of football. It highlighted the individual(s) who devised and implemented those tactics, and the coaches that would create variants or hybrids of the tactics to meet the ever changing demands of the sport. The author rides a fine line with the reader not to become overly complicated but in the same breath not simplistic in illustrating and breaking down the intricacies of the varying systems. This is an excellent work for both the casual and expert football observer.

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