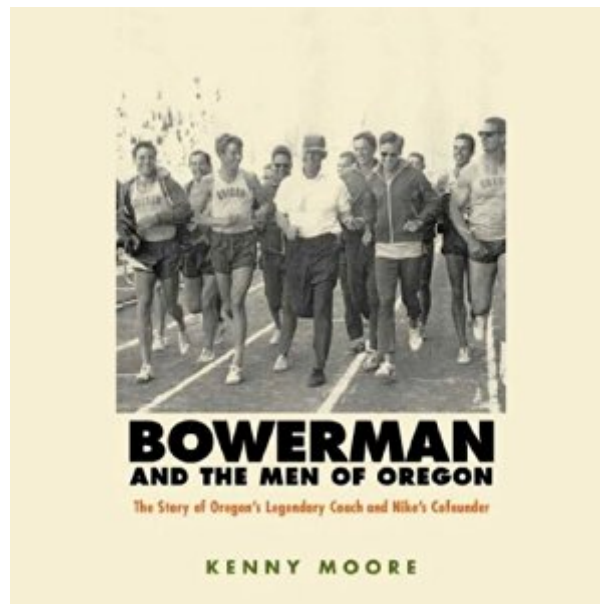


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# Bowerman And The Men Of Oregon: The Story Of Oregon's Legendary Coach And Nike's Cofounder



## Synopsis

No man has affected more runners in more ways than Bill Bowerman. During his 24-year tenure as track coach at the University of Oregon, he won four national team titles and his athletes set 13 world and 22 American records. He also ignited the jogging boom, invented the waffle-sole running shoe that helped establish Nike, and coached the US track and field team at the 1972 Munich Olympic Games. With the full cooperation of the Bowerman family and Nike, plus years of taped interviews with friends, relatives, students, and competitors, two-time Olympic marathoner Kenny Moore - himself one of Bowerman's champion athletes - brilliantly re-creates the legendary track coach's life.

## Book Information

Audible Audio Edition

Listening Length: 20 hours and 17 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: April 25, 2014

Language: English

ASIN: B00JXQNPEA

Best Sellers Rank: #143 in Books > Audible Audiobooks > Biographies & Memoirs > Business Leaders #395 in Books > Audible Audiobooks > Nonfiction > Sports & Recreation #484 in Books > Health, Fitness & Dieting > Exercise & Fitness > Running & Jogging

## Customer Reviews

One of the best sportswriters/magazine writers of the last few decades is one Kenny Moore. Sports Illustrated took a serious blow when he cut back (or eliminated?) his writing for that publication. Moore is also rather obscure as his only other book, "Best Efforts," is out of print. It is a fabulous collection of shorts stories about distance running. Though quantity may be lacking in Moore's book-writing career, he sets a world record here in his excellent biography of Bill Bowerman, his coach at the University of Oregon. Bowerman was quite the Renaissance Man and ahead of his time, viewing coaching not from a sadistic point of view, but rather one that looks out for an athlete's best physical interests. Bowerman believed rest was as important as hard work so that an athlete may be sharp on meet day. Moore captures this well. In addition, Moore points out Bowerman's forward thinking in being the first to look at rubberized tracks in the U.S., as well as his inventing of

the waffle running shoes and co-founding NIKE. Moore's take looks deep into Bowerman's personality. At first I thought Moore was too forgiving of some of Bowerman's faults, namely his stubbornness, the way he could turn on his athletes, his ritual of branding athletes in the sauna with his metal keys, and peeing on them in the shower. Moore it appears wants the reader to make his own judgements as the author's bias and admiration for Bowerman comes through. However, Moore does note that Bowerman could turn on his athletes and co-workers at NIKE rather quickly. Excellent biographies show the entire person, warts and all. Perhaps we don't get all the warts, but Bowerman is shown as being human, not super human.

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