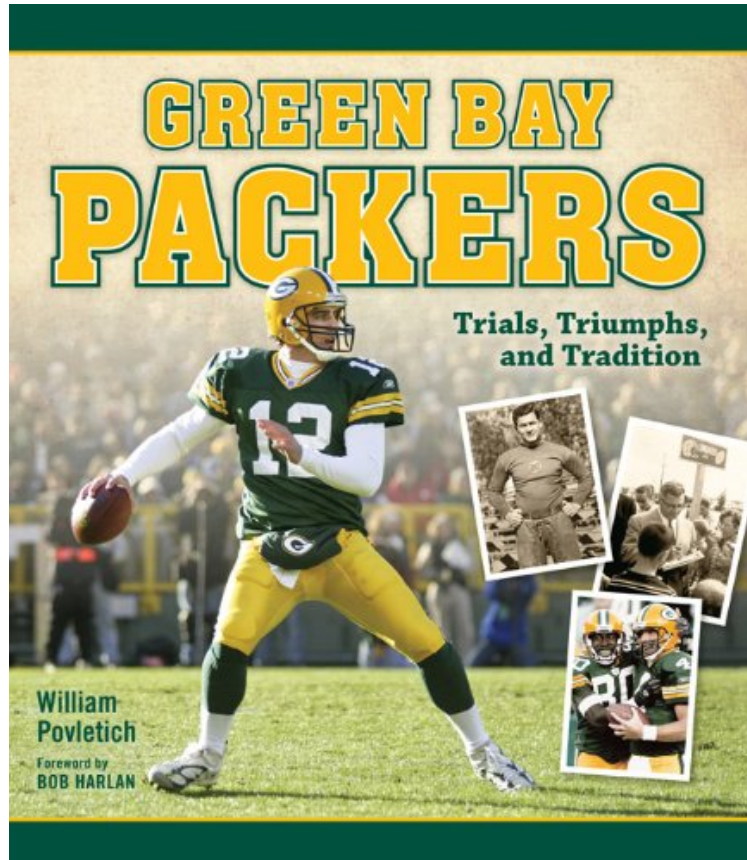


(Download) Green Bay Packers: Trials, Triumphs, and Tradition

Green Bay Packers: Trials, Triumphs, and Tradition

William Povletich

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On the field, legends like Don Hutson, Ray Nitschke, and Brett Favre made the Green Bay Packers into a professional football powerhouse. But the history of the NFL's only small-town franchise is as much a story of business creativity as gridiron supremacy. Behind every Packer who became a legend on the field, there was an Andrew Turnbull, Dominic Olejniczak, or Bob Harlan, leaders whose dedication and creativity in preserving the franchise were

unwavering. Green Bay Packers: Trials, Triumphs, and Traditions tells the improbable story of professional football's most iconic team, and along the way gives a unique window into the rise of modern professional sports. As the NFL has evolved into a financial juggernaut, the Green Bay Packers, with more than 112,158 stockholders, stand alone as the only professional sports franchise owned by fans, thus providing the only public record of how a sports team is run. Featuring more than 300 photographs, some never before seen, Green Bay Packers illustrates how the most creative team in sports is also one of the most successful, with names like Lambeau, Canadeo, Lombardi, Hornung, Holmgren, and White leading the way to a league-best thirteen NFL titles and twenty-one Hall of Fame inductees. This comprehensive, up-to-date history of the Packers includes the 2011 season.

Winner, Midwest Independent Publishers Association Midwest Books Awards (Business)