



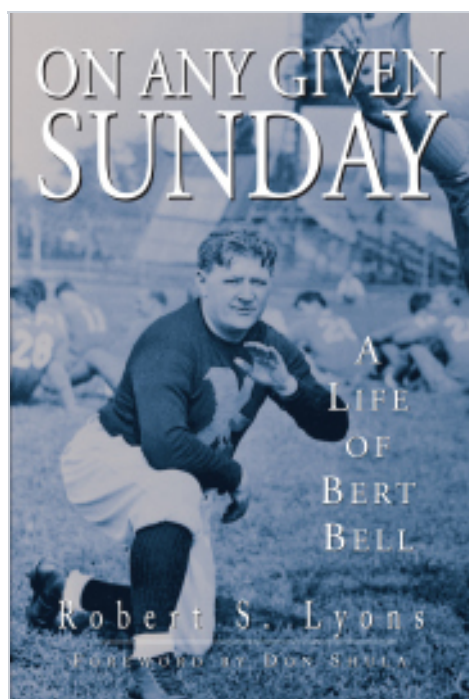
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On Any Given Sunday



In this Book



On Any Given Sunday

Robert Lyons

2009

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SUMMARY

Bert Bell, a native of Philadelphia, has been called the most powerful executive figure in the history of professional football. He was responsible for helping to transform the game from a circus sideshow into what has become the most popular spectator sport in America. In *On Any Given Sunday*, the first biography of this important sports figure, historian Robert Lyons recounts the remarkable story of how de Benneville “Bert” Bell rejected the gentility of a high society lifestyle in favor of the tougher gridiron, and rose to become the founder of the Philadelphia Eagles and Commissioner of the National Football League.

Bell, who arguably saved the league from bankruptcy by conceiving the idea for the annual player draft, later made the historic decision to introduce “sudden death” overtime – a move that propelled professional

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