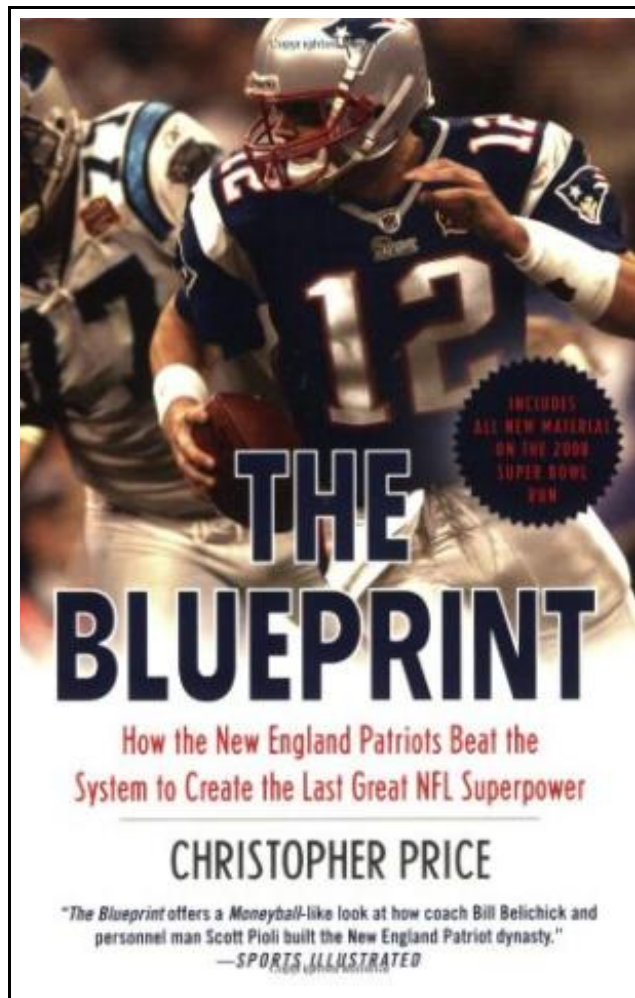


## The Blueprint: How the New England Patriots Beat the System to Create the Last Great NFL Superpower (Paperback)



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## THE BLUEPRINT: HOW THE NEW ENGLAND PATRIOTS BEAT THE SYSTEM TO CREATE THE LAST GREAT NFL SUPERPOWER (PAPERBACK)



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GRIFFIN, United States, 2008. Paperback. Condition: New. Reprint. Language: English . Brand New Book. For years, the New England Patriots were a certifiable joke of a franchise. They were run on the cheap and were once the very example of how not to manage a team. They hired inept coaches---one of whom (Clive Rush) was nearly electrocuted when he grabbed a microphone at his introductory press conference. In 1968 their scouting director, Ed McKeever, suggested they draft a wide receiver . . . before someone in the organization realized the player had been dead for six months. They plucked ex-players out of the stands minutes before kickoff---Bob Gladieux was enjoying a beer at the game when he heard his name called over the P.A. (The Patriots had cut a player earlier that morning and found themselves short. Gladieux, who would go on to spend four years in the league as a running back, made the tackle on the opening kickoff.) And they played in a run-down stadium that was one of the worst venues in professional sports. There were brief moments of success, but on each occasion, front-office infighting would invariably cause the franchise to slide back down to the basement again. But in the first four months of 2000, everything changed. The hiring of head coach Bill Belichick and Vice President of Player Personnel Scott Pioli and the drafting of quarterback Tom Brady turned the fortunes of the franchise around. And their nontraditional approach to acquiring personnel---remembering that it's not about collecting talent, it's about assembling a team---quickly led to three Super Bowl titles in four seasons. It's a feat that, in the salary cap era, with free agency, planned parity and balanced scheduling, is in many ways even more impressive than anything achieved by the...

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