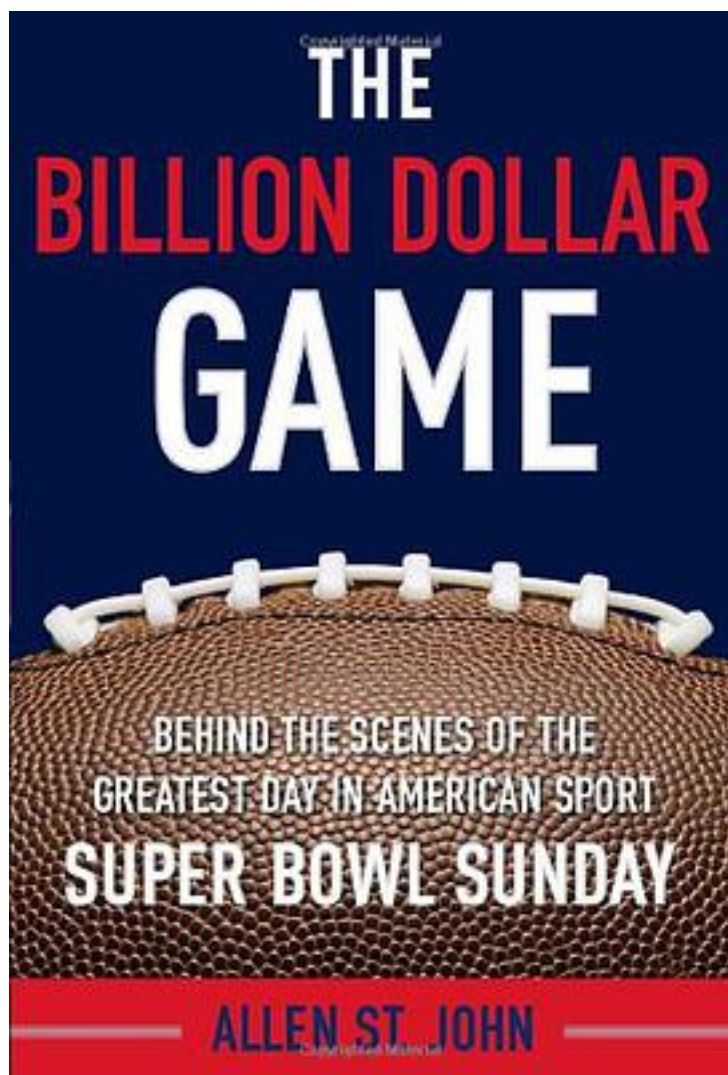


# The Billion Dollar Game



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One hundred million spectators.

An economic footprint larger than the GDP of 25 nations.

Zero room for error. An inside view of the 365 days leading up to the greatest event in American sport. More Americans watch the Super Bowl than vote in presidential elections. Cities compete for the lucrative rights to host a game, and ad agencies, merchandisers, security personnel, and celebrity party planners quarterback their own teams starting a year in advance. Super Bowl Sunday is a national holiday for sports fans, who purchase 1.5 million large-screen TVs in the week before the game, attend one of 7.5 million parties, and eat more food than on any day other than Thanksgiving (according to the CaliforniaAvocado Commission, Americans consume more than eight million pounds of guacamole on this single day).

In THE BILLION DOLLAR GAME, New York Times bestselling author Allen St. John gets rare access to the people and corporations that mastermind this iconic event. He goes into the FOX Sports broadcast booth with Joe Buck and Troy Aikman, and the longtime director/producer team of Artie Kempner and Richie Zrontz. St. John gets a front-row seat in the Madison Avenue conference rooms where the massive Anheuser-Busch campaign is being tested in focus groups, and he takes readers behind-the-scenes with stadium architect Peter Eisenman, and the billion-dollar deals brokered in Phoenix preceding Super Bowl XLII. Covering the political snafus, the organizational nightmares, and the well-oiled hype machine, St. John weaves a fascinating portrait of the National Football League and the Super Bowl – and examines how all the elements miraculously come together to create the biggest cultural phenomenon in American sport.

作者介绍:

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