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Outlaw Biker:

Soldiers First

What Washington Can Learn From the World of Sports

A poignant memoir of life on the wrong side of the tracks- which was a SIBA bestseller in hardcover-with a colorful cast of misfits, plenty of belly laughs, and lessons for finding joy in spite of hardship Move over, Sweet Potato Queens. Thanks

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to Laretta Hannon, the Cracker Queens are finally having their say. From her wildly popular NPR segments to her colorful one-woman show, Hannon is showing the world a different kind of Southern girl—a strong, authentic, fearless, flawed, resourceful, and sometimes outrageous woman—the anti-Southern Belle. The Cracker Queen takes readers from backwater Georgia to Savannah's most eccentric neighborhoods for a wild ride featuring a distinctly dysfunctional family and a lively crew of hellions, heroines, bad seeds, and renegades. Full of warmth, outrageous wit, and world-class storytelling, *The Cracker Queen* is a celebration of living out loud, finding humor in desperate situations, and loving life to death.

### One Helluva Ride

Tells how to assess organizational capability, plan and implement change, understand the process of change, handle resistance, communicate, and set the timing for change

### Bad Sports

NEW YORK TIMES BESTSELLER — Dispatches from the 2016 election that provide an eerily prescient take on our democracy's uncertain future, by the country's most perceptive and fearless political journalist. In twenty-five pieces from *Rolling Stone*—plus two original essays—Matt Taibbi tells the story of Western civilization's very own train wreck, from its tragicomic beginnings to its apocalyptic conclusion. Years before the clown car of candidates was fully loaded, Taibbi grasped the essential themes of the story: the power of spectacle over substance, or even truth; the absence of a shared reality; the nihilistic rebellion of the white

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working class; the death of the political establishment; and the emergence of a new, explicit form of white nationalism that would destroy what was left of the Kingian dream of a successful pluralistic society. Taibbi captures, with dead-on, real-time analysis, the failures of the right and the left, from the thwarted Bernie Sanders insurgency to the flawed and aimless Hillary Clinton campaign; the rise of the "dangerously bright" alt-right with its wall-loving identity politics and its rapturous view of the "Racial Holy War" to come; and the giant fail of a flailing, reactive political media that fed a ravenous news cycle not with reporting on political ideology, but with undigested propaganda served straight from the campaign bubble. At the center of it all stands Donald J. Trump, leading a historic revolt against his own party, "bloviating and farting his way" through the campaign, "saying outrageous things, acting like Hitler one minute and Andrew Dice Clay the next." For Taibbi, the stunning rise of Trump marks the apotheosis of the new postfactual movement. Taibbi frames the reporting with original essays that explore the seismic shift in how we perceive our national institutions, the democratic process, and the future of the country. Insane Clown President is not just a postmortem on the collapse and failure of American democracy. It offers the riveting, surreal, unique, and essential experience of seeing the future in hindsight. "Scathing . . . What keeps the pages turning in this so freshly familiar story line is the vivid observation and original turns of phrase." San Francisco Chronicle

### Monster Hunter Legion

When hunters from around the world gather in Las Vegas for a conference, a creature left over from a World War Two weapons experiment wakes up and goes on a rampage

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across the desert. A not-so-friendly wager between the rival companies turns into a race to see who can bag the mysterious creature first. Only there is far more to this particular case than meets the eye, and as Hunters fall prey to their worst nightmares, Owen Zastava Pitt and the staff of Monster Hunter International have to stop an ancient god from turning Sin City into a literal hell on earth. At the publisher's request, this title is sold without DRM (Digital Rights Management).

### The Winston Cup

The Presidents and the Pastime draws on Curt Smith's extensive background as a former White House presidential speechwriter to chronicle the historic relationship between baseball, the "most American" sport, and the U.S. presidency. Smith, who USA TODAY calls "America's voice of authority on baseball broadcasting," starts before America's birth, when would-be presidents played baseball antecedents. He charts how baseball cemented its reputation as America's pastime in the nineteenth century, such presidents as Lincoln and Johnson playing town ball or giving employees time off to watch. Smith tracks every U.S. president from Theodore Roosevelt to Donald Trump, each chapter filled with anecdotes: Wilson buoyed by baseball after suffering disability; a heroic FDR saving baseball in World War II; Carter, taught the game by his mother, Lillian; Reagan, airing baseball on radio that he never saw--by "re-creation." George H. W. Bush, for whom Smith wrote, explains, "Baseball has everything." Smith, having interviewed a majority of presidents since Richard Nixon, shares personal stories on each. Throughout, The Presidents and the Pastime provides a riveting narrative of how America's leaders have treated

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baseball. From Taft as the first president to throw the "first pitch" on Opening Day in 1910 to Obama's "Go Sox!" scrawled in the guest register at the National Baseball Hall of Fame in 2014, our presidents have deemed it the quintessentially American sport, enriching both their office and the nation.

## The Essence of Change

Sport, Spectacle, and NASCAR Nation critically interrogates stockcar racing's ascendance into the upper-echelon of the North American sporting popular. While most contributions to the public discourse gloss over NASCAR's exclusively white racial identity politics, its underlying patriarchal gender politics, its overtly conservative political commitment, its hyper-Christian orthodoxy, and its omnipresent commercialism, this book connects the dots and critically analyzes the problematic nature of this non-natural, strategically-orchestrated sporting spectacle.

## Newsweek

With his signature Texas flag painted on his helmet, Johnny "J.R." Rutherford captured the hearts of racing fans all over the world during his stellar three-decade-long career. A versatile driver, he is world renowned for his record-breaking successes in the ultra-competitive world of Indy and Sprint cars. In Lone Star J.R., Johnny himself takes us on an exciting drive through his life and gives us a behind-the-scenes look at the racing world. Born in Coffeyville, Kansas in 1938, John Sherman Rutherford III did his duty in the U.S. Marine Corps for six years before beginning his legendary racing career in Texas. After overcoming a serious accident in

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1966, in which he suffered two broken arms, he began to achieve his greatest success. J.R. relives his historic Indianapolis 500 wins (in 1974, 1976, and 1980) and explains the allure and excitement of racing in this personal look back at his storied racing career.

### Driver #8

On March 16, 1988, motorsport legend Mickey Thompson and his second wife, Trudy, were gunned down by hooded assassins in the driveway of their Bradbury, California, home. This shocking and brutal double-murder brought an abrupt end to one of the most extraordinary careers in the history of motorsports, a career that has never been completely profiled—until now. Author Erik Arneson delves into the life and career of one of racing's greatest innovators and most successful businessmen, while also chronicling the story of his tragic murder and his family's relentless quest to bring his killer to justice. This is a fascinating account of an amazing life that ended too soon.

### Going Home To Glory

### Harper's

A THOUGHT-PROVOKING LOOK AT THE BIG BUSINESS AND IMMORAL PRACTICES BEHIND PROFESSIONAL SPORTS BY ACCLAIMED SPORTSWRITER DAVE ZIRIN, HAILED AS THE "CONSCIENCE OF AMERICAN SPORTSWRITING" (THE WASHINGTON POST ) The fastest-growing sector of today's sports audience is the alienated fan. Complaints abound: from inflated ticket prices,

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\$6 hot dogs, and \$9 beers to owners endlessly demanding new multimillion-dollar stadiums funded by public tax dollars. Those sitting in the owners' boxes are increasingly placing profit over players' performances and fan loyalty. Bad Sports cuts through the hype and bombast to zero in on tales of abusive, dictatorial owners who move their teams thousands of miles away from their fan base, use their stadiums as religious and political platforms, or hold communities ransom for millions of dollars of taxpayer money to fund their gargantuan stadiums. As the multibillion-dollar sports-industrial complex continues to lumber along, Dave Zirin is the voice in the wilderness, speaking out for the common fan with a tough, passionate, and intelligent voice that will remind readers that there is more to sportswriting than glowing athlete profiles.

### Mickey Thompson

From the "New York Times"-bestselling author of "Clemente" and "When Pride Still Mattered" comes the blockbuster story of the 1960 Summer Olympics in Rome--17 days that helped define the modern world.

### How to be Sexy with Bugs in Your Teeth

From 2004 to 2011, Terry Francona managed the Boston Red Sox, perhaps the most scrutinized team in all of sports. During that time, every home game was a sellout. Every play, call, word, gesture--on the field and off--was analyzed by thousands. And every decision was either genius, or disastrous. In those eight years, the Red Sox were transformed from a cursed franchise to one of the most successful and profitable in baseball history--only to fall back

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to last place as soon as Francona was gone. Now, in *Francona: The Red Sox Years*, the decorated manager opens up for the first time about his tenure in Boston, unspooling the narrative of how this world-class organization reached such incredible highs and dipped to equally incredible lows. But through it all, there was always baseball, that beautiful game of which Francona never lost sight. As no book has ever quite done before, Francona escorts readers into the rarefied world of a twenty-first-century clubhouse, revealing the mercurial dynamic of the national pastime from the inside out. From his unique vantage point, Francona chronicles an epic era, from 2004, his first year as the Sox skipper, when they won their first championship in 86 years, through another win in 2007, to the controversial September collapse just four years later. He recounts the tightrope walk of managing unpredictable personalities such as Pedro Martinez and Manny Ramirez and working with Theo Epstein, the general managing phenom, and his statistics-driven executives. It was a job that meant balancing their voluminous data with the emotions of a 25-man roster. It was a job that also meant trying to meet the expectations of three owners with often wildly differing opinions. Along the way, readers are treated to never-before-told stories about their favorite players, moments, losses, and wins. Ultimately, when for the Red Sox it became less about winning and more about making money, Francona contends they lost their way. But it was an unforgettable, endlessly entertaining, and instructive time in baseball history, one that is documented and celebrated in *Francona*, a book that examines like no other the art of managing in today's game.

### The Wildest Ride

Cinderella is an inside look at the NCAA's mid-major

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basketball programs. The rise of mid-majors has been one of the most thrilling sport stories of the past few years, and it's only getting bigger.

### One Helluva Ride

In *The Wildest Ride*, Joe Menzer gives us a timely, comprehensive look at the dramatic, rollicking history of stock-car racing in America, exploring both its inauspicious bootlegging beginnings and the billion-dollar industry that it has become. Menzer straps the reader into the driver's seat for a run through NASCAR's history, revealing the sport's remarkable rise from rogue outfit to corporate darling. Menzer also profiles the many superstar drivers who have dominated the sport, men as unpredictable as they are fearless, including "The Intimidator," Dale Earnhardt, whose ferocious driving made him NASCAR's signature personality -- and whose tragic death at the 2001 Daytona 500 was mourned by millions. Menzer expertly maneuvers through the tight corners and wide-open straightaways of NASCAR's history, examining the circuit's attempt to distance itself from its "redneck racin'" past without compromising its country roots. Simultaneously rowdy and insightful, *The Wildest Ride* is a thorough and unfailingly honest account of NASCAR's amazing rise to prominence and a sweeping account of a uniquely American phenomenon.

### Lone Star J. R.

An inside look into the 2011 season of the West Point football team reveals the unique pressures and expectations that make a year of Army football so much more than just a tally of wins and losses. 60,000 first printing.

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## Cinderella

### Tank Girl: Two Girls One Tank #4

Rory Miller had one chance to fight back and she took it. Rory survived and the serial killer who attacked her escaped. Now she must enter the witness protection program. At first it seems like her family's new home may be just the fresh start they need. But just as they're starting to feel safe again, one of Rory's new friends goes missing. Is it a coincidence? Or is the nightmare beginning all over again? New York Times best-selling author Kate Brian is back with a haunting new YA series packed with dark twists and turns.

### Governance and Policy in Sport Organizations

Florence Nightingale was for a time the most famous woman in Britain—if not the world. We know her today primarily as a saintly character, perhaps as a heroic reformer of Britain's health-care system. The reality is more involved and far more fascinating. In an utterly beguiling narrative that reads like the best Victorian fiction, acclaimed author Gillian Gill tells the story of this richly complex woman and her extraordinary family. Born to an adoring wealthy, cultivated father and a mother whose conventional facade concealed a surprisingly unfettered intelligence, Florence was connected by kinship or friendship to the cream of Victorian England's intellectual aristocracy. Though moving in a world of ease and privilege, the Nightingales came from solidly middle-class stock with deep traditions of hard work, natural curiosity, and moral clarity. So it should have come as no surprise to William Edward and Fanny Nightingale when their younger daughter,

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Florence, showed an early passion for helping others combined with a precocious bent for power. Far more problematic was Florence's inexplicable refusal to marry the well-connected Richard Monckton Milnes. As Gill so brilliantly shows, this matrimonial refusal was at once an act of religious dedication and a cry for her freedom—as a woman and as a leader. Florence's later insistence on traveling to the Crimea at the height of war to tend to wounded soldiers was all but incendiary—especially for her older sister, Parthenope, whose frustration at being in the shade of her more charismatic sibling often led to illness. Florence succeeded beyond her wildest dreams. But at the height of her celebrity, at the age of thirty-seven, she retired to her bedroom and remained there for most of the rest of her life, allowing visitors only by appointment. Combining biography, politics, social history, and consummate storytelling, *Nightingales* is a dazzling portrait of an amazing woman, her difficult but loving family, and the high Victorian era they so perfectly epitomized. Beautifully written, witty, and irresistible, *Nightingales* is truly a tour de force. From the Hardcover edition.

### The North Carolina Historical Review

Politics and sports: they're two of America's greatest passions. And George Allen—former U.S. Senator, former Virginia Governor, and son of the great NFL coach George Allen, Sr.—brings these two worlds together in his new book, *What Washington Can Learn From the World of Sports*. Having spent his life with one foot in the sports arena and the other in the political arena, Allen brings his unique perspective and experiences to *What Washington Can Learn From the World of Sports*. Through personal stories, anecdotes, and interviews, Allen draws both parallels and

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contrasts between two of our nation's favorite passions. From national security, to wasteful government spending, to judicial activism, Allen proves that our government need look no further than the football field, baseball diamond, or basketball court to solve today's pressing problems. What Washington Can Learn From the World of Sports shows what Washington can learn from the greatest moments—and failures—in sports, as well as from the spirit and principles of fair play, hard work, and keeping score.

### Nightingales

Special edition slipcase edition of John Green's Paper Towns, with pop-up paper town. From the bestselling author of The Fault in our Stars. Quentin Jacobsen has always loved Margo Roth Spiegelman, for Margo (and her adventures) are the stuff of legend at their high school. So when she one day climbs through his window and summons him on an all-night road trip of revenge he cannot help but follow. But the next day Margo doesn't come to school and a week later she is still missing. Q soon learns that there are clues in her disappearance . . . and they are for him. But as he gets deeper into the mystery - culminating in another awesome road trip across America - he becomes less sure of who and what he is looking for. Masterfully written by John Green, this is a thoughtful, insightful and hilarious coming-of-age story.

### Insane Clown President

In Fried Twinkies, Buckle Bunnies, & Bull Riders, award-winning sports journalist Josh Peter takes readers along on the Professional Bull Riders tour to witness the death-defying confrontation between man and beast that has made bull

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riding the fastest growing sport in the world. Success in this sport is measured in seconds--staying on a bull for 8 seconds without getting tossed is likely to secure the rider a big score. Josh Peter captures the high drama of the sport and introduces readers to a culture that's rife with colorful characters: courageous riders, scouts, breeders, love-struck groupies, and a few of those very angry bulls.

### The New Encyclopedia of Southern Culture

Earnhardt recounts his rookie season and shares memories of his father in an engaging book that is sure to appeal to the millions of NASCAR (stock-car racing) fans worldwide.

### Sport, Spectacle, and NASCAR Nation

Recipes that capture the glory of one of America's favorite desserts. "Slice of Heaven . . . This cheesecake is perfection on a plate." "O, The Oprah Magazine Eli's cheesecake began more than thirty-five years ago, rising to prominence first as a featured item at one of Chicago's most popular restaurants—Eli's The Place for Steak, a classic steakhouse and pillar of the city's culinary community that was also a noted celebrity watering hole. From Eli Schulman's first cheesecake creation at Eli's The Place for Steak to President Obama's 50th birthday cake, this book details the storied history of one of the nation's most famous desserts. This cookbook includes forty cheesecake recipes, including Original Plain, Chocolate Chip, Cinnamon Rum Raisin, Belgian Chocolate, Espresso, and Banana, plus ten signature steakhouse dishes like the acclaimed Liver Eli. Schulman is often credited with putting "Chicago-style" cheesecake, richer and creamier than its New York counterpart, on the map. This

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collection will allow home cooks to make the same cheesecakes that helped celebrate Mayor Rahm Emanuel's inauguration, Presidents Clinton and Obama's inaugurations, Abraham Lincoln's bicentennial, the City of Chicago's 150th birthday, the White Sox World Series, and more. As Eli Schulman might say, it's a helluva book. "The best cheesecake for purists." "Bon Appétit" "Intensely flavored, it is creamy without being too heavy . . . a local product making a national reputation because it is one of the best." "The New York Times" "A Chicago legend and deservedly so." "Chicago Tribune" "Guaranteed to satisfy the most ardent chocolate fan." "Cooks Magazine" "King of Cheesecake." "Chicago Sun-Times"

### The Eli's Cheesecake Cookbook

Featuring in-depth reporting and interviews with yesterdays and today's most popular NASCAR drivers, this celebration of the sport focuses on its greatest moments and the most exciting era of the country's fastest-growing sport. Black-and-white photo insert.

### Rome 1960

From the bestselling author of *Shopgirl* comes the tender story of a troubled man who finds love, and life, in the most unexpected place. Daniel resides in his Santa Monica apartment, living much of his life as a bystander: He watches from his window as the world goes by, and his only relationships seem to be with people who barely know he exists. He passes the time idly filling out contest applications, counting ceiling tiles, and estimating the wattage of light bulbs. It is through Daniel's growing attachment to Clarissa,

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and to Teddy, that he finally gains the courage to begin to engage the world outside, and in doing so, he discovers love, and life, in the most surprising places. Filled with his trademark humor, tenderness, and out and out hilarious wordplay, *The Pleasure of My Company* is a tour de force sure to delight all of Steve Martin's fans.

### Red

The third edition of *Governance and Policy in Sport Organizations* introduces readers to the power and politics of sport organizations. It explores the managerial activities essential to governance and policy development, and it looks at the structure and function of organizations like those with which readers will interact in the workplace. It also demonstrates where the power lies in an organization or industry segment and how individual sport organizations fit in to the greater industry. Current policy issues and the ethical questions they raise are also addressed. Real-world case studies demonstrate the types of dilemmas that sport managers face every day. In addition, professional administrators from a wide variety of sport organizations contribute their perspectives, giving readers a glimpse into the real concerns of sport professionals and the impact of governance and policy on their jobs. The book's practical foundations, readability, and logical organization all help readers to understand the big picture of the sport industry and their place in it as future sport managers. New to the third edition is a chapter on individual professional sport, which explores how this industry segment differs from professional sport leagues. In addition, contributions from Thierry Zintz, from the Universite catholique de Louvain, offer insights into European sport organizations.

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## Paper Towns

Provides a history of stock car racing and the Winston Cup series, describes each year's significant events in NASCAR history, profiles drivers and mechanics, and includes racing records

## Francona

## Road & Track

We've all been hearing rumors about sacking America's beloved game of football—and it's time someone spoke out against the witch hunt. In *The War on Football: Saving America's Game*, Dan Flynn debunks the haters and tells us why America needs football.

## The War on Football

This volume of *The New Encyclopedia of Southern Culture* offers a timely, authoritative, and interdisciplinary exploration of issues related to social class in the South from the colonial era to the present. With introductory essays by J. Wayne Flynt and by editors Larry J. Griffin and Peggy G. Hargis, the volume is a comprehensive, stand-alone reference to this complex subject, which underpins the history of the region and shapes its future. In 58 thematic essays and 103 topical entries, the contributors explore the effects of class on all aspects of life in the South—its role in Indian removal, the Civil War, the New Deal, and the civil rights movement, for example, and how it has been manifested in religion, sports, country and gospel music, and matters of gender. Artisans

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and the working class, indentured workers and steelworkers, the Freedmen's Bureau and the Knights of Labor are all examined. This volume provides a full investigation of social class in the region and situates class concerns at the center of our understanding of Southern culture.

## Encyclopedia of Sports Management and Marketing

Sammy Hagar—legendary lead singer of Van Halen, founder of the Cabo Wabo Tequila brand, and one of rock music's most notoriously successful performers—tells his unforgettable story in this one-of-a-kind autobiography of a life at the top of the charts. From his decade-long journey alongside Eddie Van Halen to his raucous solo career with Chickenfoot and everything in between—the drugs, groupies, and excesses of fame, the outrageous stadium tours, and the thrill of musical innovation—Hagar reveals all in this treasure trove of rock-and-roll war stories. Red is a life-changing look at one of music's biggest talents—an essential read for music fans and anyone dreaming of becoming rock's next number one star.

## The Cracker Queen

One thing I can say with certainty is that I have not had a dull life. I have been shot twice, stabbed, blown up, bitten by a rattlesnake and by a scorpion, plus had numerous car and motorcycle accidents! I've even been married twice. Here is the true-life story of Richard "Deadeye" Hayes in all its bad-ass, balls-to-the-wall glory. This is a man who stole a machine gun before he was seven and lost his left eye when a good friend shot him in the face. As a member--and then president--of the infamous Los Valientes Motorcycle Club, he broke more laws and had more fun than any six of the coolest

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guys you know. Butch told me the club had a hard time deciding whether to vote me in or kill me. I always hoped he was kidding. One of the last true Outlaw Bikers, Deadeye knows what it means to be a man, take shit from no one, and have tattoos that actually say something. Riding, drug dealing, and sending men to the hospital with his bare hands, Deadeye made himself a legend among bikers--all the while making sure his daughters never got mixed up with guys like him. I've always been of the belief that bikers are born, not made. Real bikers, that is. We must have an extra gene or something that gives us this I'll-live-like-I-want-whether-you-approve-of-it-or-not-and-fuck-your-rules attitude. In his own words, Deadeye tells it all. From earning his colors with an outlaw motorcycle club to his steady diet of drugs, sex, violence, and crime, this is his story: true to life, yet larger than life, and full throttle all the way. Richard "Deadeye" Hayes grew up in St. Paul, Minnesota, and learned at an early age that the confines of school and authority bored him. To alleviate this minor problem, he created much larger ones such as bar fights, gunfights, knife fights, fistfights, drugs, drug dealers, drug dealing, and dealing in stolen goods. It is an understatement to say that Deadeye enjoys adventure and values a sense of humor. He currently serves as president of the Los Valientes Motorcycle Club. He lives in South St. Paul, Minnesota. Mary Gardner is the author of Salvation Run, Boat People, and two other novels. A former Woodrow Wilson Fellow with a master's degree in English from the University of Chicago, she teaches at the Loft, a community writing center in Minneapolis. Her shorter work has been published in The New York Times, Minneapolis Star-Tribune, Pittsburgh Post-Gazette, and Friends Journal. In the winter she lives in St. Paul; she spends summers in her cabin in northwestern Minnesota. "Colorful, fast-paced and fun." --Kirkus Reviews "Surely Deadeye Hayes has defied all actuarial tables to live

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long enough to write *Outlaw Biker*. I read an advance copy of this memoir at full throttle with fascination equal to passing an especially grisly wreck on the highway. The writing possesses sureness, authenticity, and maybe even a touch of poetry. If you have a rebellious teenage daughter, don't read this book any time soon. This may just be the best book ever written by an author who's been shot twice, stabbed once, and bitten by a rattlesnake!" --Geoffrey Leavenworth, author of *Isle of Misfortune*

### Fried Twinkies, Buckle Bunnies, & Bull Riders

### The Presidents and the Pastime

The world of auto racing is thrilling, energizing, and runs at break-neck speed. But it also requires incredible accuracy, shrewd strategy, and impeccable performance to ensure a win. These same qualities are essential for every manager who wants to build and sustain a profitable business. *The Management 500* provides practical management lessons drawn from the history of professional auto racing. With insights and stories from some of the most successful people in Formula 1, IndyCar Series, and NASCAR over the past 60 years including Lee White, President of Toyota Racing Development and Ed Laukes, head of Toyota Motorsports, consultant Dan Coughlin shows busy managers how they can rev up their skills in areas like leadership, teamwork, strategy, branding, problem-solving, change management and innovation, and get their company running in high gear. From Enzo Ferrari to Kyle Busch, and from the Indianapolis 500 to the Daytona 500, this inspiring book takes invaluable tips from the fast, furious world of racing and shows how every

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business manager can combine passion with precision to compete and win in today's competitive business world.

### Shadowlands

Our hedonistic heroine and her long-lost chum come to blows as *Two Girls One Tank* reaches its tear-jerking terminus. Keep the tissues handy, folks; you're gonna need the whole box!

### The Management 500

From its raw beginnings on Southern dirt tracks, NASCAR smacked of a slightly depraved spectacle, as if nothing but trouble could come from the unbridled locomotion of a V8 engine. By the time NASCAR roared into the twenty-first century, it had grown into a billion-dollar sports and marketing colossus, its races attended by hundreds of thousands of fans on any given weekend from mid-February through mid-November, watched on television by the second-largest viewing audience in sports, and bankrolled by the marketing largesse of the Fortune 500's elite. *One Helluva Ride*, a full-throttle account of the rise and reign of NASCAR nation, is award-winning motorsports reporter Liz Clarke's chronicle of how stock car racing exploded from regional obsession to national phenomenon. In covering the sport for more than fifteen years, Clarke has developed a strong rapport with NASCAR's drivers, team owners, and hard-core fans.

Through her reporting and analysis, we get to know the public and private sides of NASCAR's most iconic figures, including seven-time champion Richard Petty, who set the standard for treating fans with respect, and the late Dale Earnhardt, whose brazen, bullying tactics wreaked havoc on the track, but

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whose heart was as big as Daytona's infield. The sports world stopped in its tracks the day Earnhardt was killed on the last lap of the 2001 Daytona 500. Some feared that NASCAR's soul would die with him. But it has raced on, steered by visionary promoters, the all-controlling France family (who founded the sport), and, above all, the next generation of drivers to stir fans' passions: Dale Earnhardt, Jr., son of the NASCAR legend and now, like his father before him, the circuit's most popular driver; Jeff Gordon, the beloved but oft-maligned outsider, bred from the cradle to be NASCAR's winningest modern champion; and Kasey Kahne, a reluctant heartthrob whose confidence derives entirely from an accelerator pedal. Clarke also brings us inside NASCAR's most triumphant and tragic dynasties: the Pettys, the Earnhardts, and the Allison's—and reveals how faith, family, and a deep-seated love of their sport helps them cope with grief and loss. Clarke shows NASCAR to be at a crossroads. In pursuit of a broader audience, NASCAR has severed its sponsorship ties to Big Tobacco, abandoned racetracks in small markets in favor of speedways near glitzy major cities, and welcomed Japan's Toyota into a sport traditionally restricted to American-made sedans. As NASCAR races toward mass appeal, some suggest it is leaving its roots behind. To others, it is boldly extending its reach from the Southern workingman to every man, woman, and child in the world. Whether you're one of the die-hard NASCAR faithful or just a casual follower, nobody brings you closer to the sport and business of big-time stock car racing than Liz Clarke. This book, like the phenomenon it profiles, really is One Helluva Ride. From the Hardcover edition.

### The Pleasure of My Company

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This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

### You Don't Have to Say You Love Me

The Instant New York Times Bestseller Shortlisted for the Carnegie Medal for Excellence in Nonfiction A searing, deeply moving memoir about family, love, loss, and forgiveness from the critically acclaimed, bestselling National Book Award-winning author of *The Absolutely True Diary of a Part-Time Indian*. Family relationships are never simple. But Sherman Alexie's bond with his mother Lillian was more complex than most. She plunged her family into chaos with a drinking habit, but shed her addiction when it was on the brink of costing her everything. She survived a violent past, but created an elaborate facade to hide the truth. She selflessly cared for strangers, but was often incapable of showering her children with the affection that they so desperately craved. She wanted a better life for her son, but it was only by leaving her behind that he could hope to achieve it. It's these

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contradictions that made Lillian Alexie a beautiful, mercurial, abusive, intelligent, complicated, and very human woman. When she passed away, the incongruities that defined his mother shook Sherman and his remembrance of her. Grappling with the haunting ghosts of the past in the wake of loss, he responded the only way he knew how: he wrote. The result is a stunning memoir filled with raw, angry, funny, profane, tender memories of a childhood few can imagine, much less survive. An unflinching and unforgettable remembrance, *YOU DON'T HAVE TO SAY YOU LOVE ME* is a powerful, deeply felt account of a complicated relationship. One of the most anticipated books of 2017--Entertainment Weekly and Bustle

### Outlaw Biker:

Presents a portrait of the thirty-fourth president by his grandson which draws on personal stories and writings to chronicle Eisenhower's final years during the author's own coming-of-age, describing various aspects of the president's character.

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