



The Super Bowl: The First Fifty Years of America's Greatest Game

David Fischer

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In 1966, as the champions of the AFL and NFL prepared to play each other for the first time, Kansas City Chiefs-owner Lamar Hunt wrote the following to Commissioner Pete Rozelle: “I have kiddingly called [the championship game] the Super Bowl, which obviously can be improved upon.”

How wrong Hunt was. After the AFL merged with the NFL, “Super Bowl” became the official title of the NFL championship game in the years to come. In celebration of the first fifty Super Bowls, David Fischer traces its evolution from a game that didn’t sell out in 1967 to a worldwide phenomenon with a viewership in the hundreds of millions.

Packed with dozens of arresting full-color illustrations—highlighting game action, memorabilia, and players and coaches—*The Super Bowl* includes sections on the greatest games, individual performances, and game-changing plays. Fischer explores unique Super Bowl angles as well, including a ranking of “The Best Who Never Won” and “The Best Who Never Lost,” along with perspectives from players and fans. He covers the action, the heroes, the strategy, and the records from half a century of championship football.

This celebration of the fiftieth anniversary of America’s premier sporting event is an essential addition to any football fan’s collection.

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