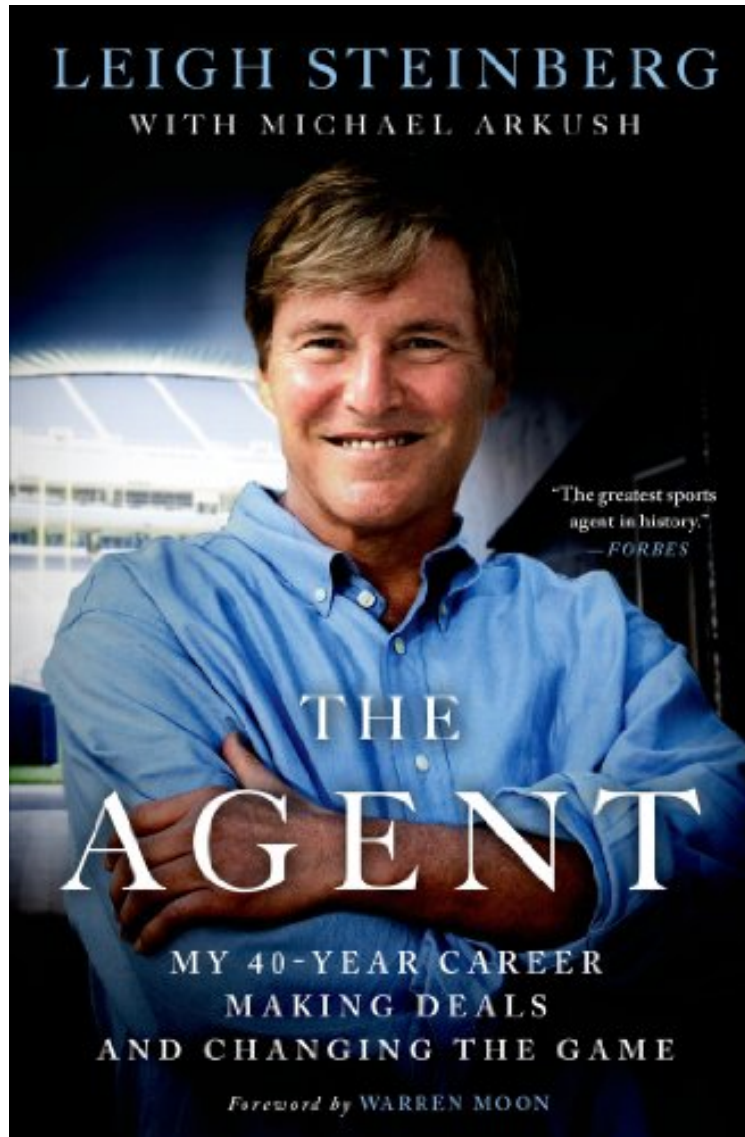


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The Agent: My 40-Year Career Making Deals and Changing the Game

Leigh Steinberg, Michael Arkush
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Leigh Steinberg, Michael Arkush : The Agent: My 40-Year Career Making Deals and Changing the Game
before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Agent: My 40-Year Career Making Deals and Changing the Game:

0 of 0 people found the following review helpful. If you're at all interested in the Sports Industry you would enjoy the story of Leigh Steinberg
By N.J. Faticatto
Very insightful book and story. If you're at all interested in the Sports Industry you would enjoy the story of Leigh Steinberg. I had the pleasure to attend his traveling seminar program,

"The Agent Academy" and his career is beyond comparison. I learned a lot from him and this book can give you a glimpse into the Sports Agency industry. Its fascinating to read about Leigh's rise to the top and how he truly reinvented the sports agent industry. The Hardcover version is great, it makes a cool addition to my bookshelf as well. 0 of 0 people found the following review helpful. MehBy R. MetzgerI was hoping for some interesting stories about the behind the scenes action in pro sports but this fell short. Instead its a rather arrogant recount of a man who portends to have great humility yet writes on an on about how he single handedly let the civil rights movement, only is interested in representing athletes so they can give to charity, and how he never really cared about being the celebrity he became. He has no doubt led a unique life but this seemed slanted rather than a fully honest account he claims to give and missed the point of why people would read the book- not because they care so much about the agent but because they want to learn interesting , behind the scenes things about their favorite athletes. 6 of 7 people found the following review helpful. The Legend. But Still the Legend?By Rick SpellThis is a solid book. Leigh Steinberg revolutionized the sports agency business. From the mid 70s with his first client UCal QB Steve Bartkowski who was only slightly younger than Steinberg to the 2000s, Leigh Steinberg was the Go To Guy. Agent who controlled the QB position. This book is very interesting in providing the backstory to his rise to fame, his philosophy on running the agency, his many relationships with athletes and specific stories of player negotiations. He eventually transcended player representation bridging into multimedia and ownership. But this book is at it's best just recounting how he got in the business, how he grew it and how he negotiated it. I had some dealings with his agency. As a CPA I interviewed to handle the finances for Walter Lewis, an AL QB who signed a million dollar contract with the USFL in 1983. We were selected by Steinberg's partner, Mike Sullivan. I specifically remember a year later when Mike called announcing he was leaving. That period is covered well in this book and needless to say, Steinberg felt mistreated by his former partner. Mike was a real pro I enjoyed meeting but I had no involvement with Leigh. If you are interested in pro football and the agency business, grab this book and read it! But there is another part of Leigh's story and there have been newspaper articles that go into further detail of his alcoholism which broke Steinberg completely and ruined his reputation with many clients. But as you would expect of a marketing person, that is somewhat glossed over. Yes, it's covered. But relatively quickly and always with an angle to make him the hero. That's my only complaint with this book. Steinberg is a shell of his former self in the agency business but you would never know it form reading this. In some respects I wonder if he wrote this because he needs any money he can get. Irrespective to my ramblings and guesses, I thoroughly enjoyed this read and with the caveats mentioned can definitely recommend it.

A New York Times bestseller! The real-life "Jerry Maguire," superagent Leigh Steinberg shares his personal stories on the rise, fall, and redemption of his game-changing career in the high-stakes world of professional sports. Leigh Steinberg is renowned as one of the greatest sports agents in history, representing such All-Pro clients as Troy Aikman, Bruce Smith, and Ben Roethlisberger. Over one particular seven-year stretch, Steinberg represented the top NFL Draft pick an unheard of six times. Director Cameron Crowe credits Steinberg as a primary inspiration for the titular character in Jerry Maguire, even hiring Steinberg as a consultant on the film. Lightyears ahead of his contemporaries, he expanded his players' reach into entertainment. Already the bestselling author of a business book on negotiation, the original superagent is now taking readers behind the closed doors of professional sports, recounting priceless stories, like how he negotiated a \$26.5 million package for Steve Young; the biggest ever at the time; and how he passed on the chance to represent Peyton Manning. Beginning with his early days as a student leader at Berkeley, Steinberg details his illustrious rise into pro sports fame, his decades of industry dominance, and how he overcame a series of high-profile struggles to regain his sobriety and launch his comeback. This riveting story takes readers inside the inner circle of top-notch agents and players through the visionary career of Leigh Steinberg, the pre-eminent superagent of our time.