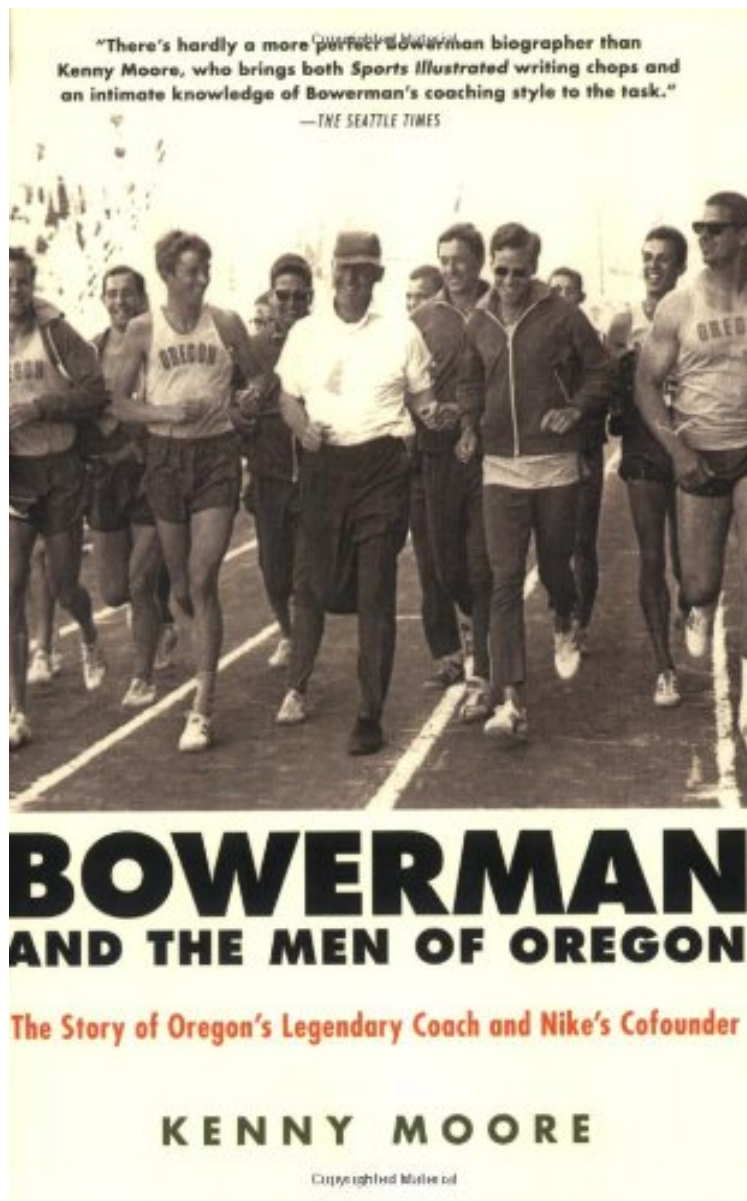


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Bowerman and the Men of Oregon: The Story of Oregon's Legendary Coach and Nike's Cofounder

Kenny Moore

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Kenny Moore : Bowerman and the Men of Oregon: The Story of Oregon's Legendary Coach and Nike's Cofounder before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bowerman

and the Men of Oregon: The Story of Oregon's Legendary Coach and Nike's Cofounder:

2 of 2 people found the following review helpful. What stands out is the process of how men like Bill Bowerman became icons of their times
By Courtney M.I came across this book as a result of reading "Shoe Dog", the story about Phil Knight's odyssey in creating Nike. What stands out is the process of how men like Bill Bowerman became icons of their times, what motivated them, and who inspired them to accomplish so much in a lifetime. The one Bowerman characteristic that stands out for me was his ability to develop a plan for his track athletes from the 100 meters to the marathon, and across 30 years of world-class competition. He did this by looking at each athlete, assessing his talent and grit, assessing the competition, then creating a race plan to maximize success in that particular race. This is the life story of a man who pursued excellence over 80 years, molded character in his charges, was strong, yet gentle in his own way. If you're a person who deeply believes there are more solutions than problems in life, please read this wonderful, inspiring book by Kenny Moore.
0 of 0 people found the following review helpful. This is a great read!
By M. Talbot Kenny Moore was not only a great Duck track star but he is an even better author. This is much more than a sports book it also includes the life of Bowerman, his family, including his ancestors. Additionally the book gives an in depth perspective on his athletics including their skill levels but more importantly their personalities, family lives and their strengths and weakness both as athletes and as human beings. A great read!
0 of 0 people found the following review helpful. Great history book on Bill Bowerman and his life, but would like to see it more critical and objective
By Michael Killion The book is basically an entire biography of Bill Bowerman, including his family history before he was born. There's a lot of information in this book. Personally, I wasn't that interested in the life and times of Bill Bowerman until he got back from service in WW II and started coaching at Oregon. The book does have plenty of insight since the author, Kenny Moore was a runner for Bill Bowerman for four years. This book is not an all-out, glowing review of Bill Bowerman. I think Kenny Moore has a very difficult job in writing this book. First, he was a former runner of Bill's, so there is that aspect that creates a filter. The second is that it is very difficult to get all access to someone without being truly objective and critical. If you do, then your access is cut off. I think the author does a good job of balance. Personally, I wish the book could have shown some more of coach Bowerman's flaws and shortcomings. I wish there was more input and reflections from a lot more of his former runners about what they liked and not liked about the person and the coach. There are no training programs in here.....it's a history and biography book. If you love Oregon running, then this is a must have book (or Kindle edition). If you love track-n-field and its history, then I imagine you would want to own this book as well.

Bowerman and the Men of Oregon No man has affected more runners in more ways than Bill Bowerman. During his 24-year tenure as track coach at the University of Oregon, he won four national team titles and his athletes set 13 world and 22 American records. He also ignited the jogging boom, invented the waffle-sole running shoe that helped establish Nike, and coached the US track and field team at the 1972 Munich Olympic Games. With the full cooperation of the Bowerman family and Nike, plus years of taped interviews with friends, relatives, students, and competitors, two-time Olympic marathoner Kenny Moore - himself one of Bowerman's champion athletes - brilliantly re-creates the legendary track coach's life.

From Publishers Weekly The University of Oregon's running coach Bill Bowerman had revolutionary ideas for his time (the 1950s, '60s and early '70s). He instituted rest days, researched training methods and experimented with runners' clothing; his runners repeatedly broke the four-minute mile. Moore, a former Olympian and Sports Illustrated writer, trained with Bowerman, and he writes of his mentor with a veneration that frequently crosses into hagiography. For example, Bowerman hazed his new runners by urinating on them in the shower and branding them with a hot set of keys, a practice Moore calls "an initiation rite, not unlike the ritual circumcision some African tribes use to make men out of boys." Bowerman was a central player in the building of Nike, although, despite the subtitle, this is just a small part of his story. The focus is on running. Bowerman was at many important moments of running history; he trained Steve Prefontaine, coached at the Munich Olympics and developed Nike's waffle-sole shoe. Moore's writing distinguishes his book from others in the running genre; even smaller races are grippingly recounted. While far from objective, Moore's work is an inspiring and touching look at the man who made Eugene, Ore., the running capital of the U.S. Photos. (Apr.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.
From Booklist Bill Bowerman stands as one of the most pivotal and least heralded figures in American sport, having coached a University of Oregon track team to national championships, world records, and Olympic medals; inspired a jogging phenomenon in the U.S. that continues to this day; and designed the prototype athletic shoe that would launch a multibillion-dollar company called Nike. Moore, a former senior writer for Sports Illustrated and a world-class runner himself under Bowerman's tutelage, delivers a fully realized portrait of this complicated man, tracing Bowerman's lineage back to flinty Oregon pioneering stock, through his flaming youth, his heroics as a World War II commander in the Pacific, and his breakthrough work in developing track athletes. Moore is well positioned to detail the nuances and magnitude of Bowerman's training innovations and to assess the far-reaching impact of his

career, and he does so in brisk yet congenial style, making for a biography that deserves a place in sports collections large and small. Alan Moore's Copyright © American Library Association. All rights reserved About the Author KENNY MOORE, who trained with Bill Bowerman at the University of Oregon, is a two-time Olympic marathoner and former senior writer for Sports Illustrated. He cowrote and coproduced the movie Without Limits, based on the life and tragic early death of Hall of Fame runner Steve Prefontaine. Moore lives in Eugene, Oregon.