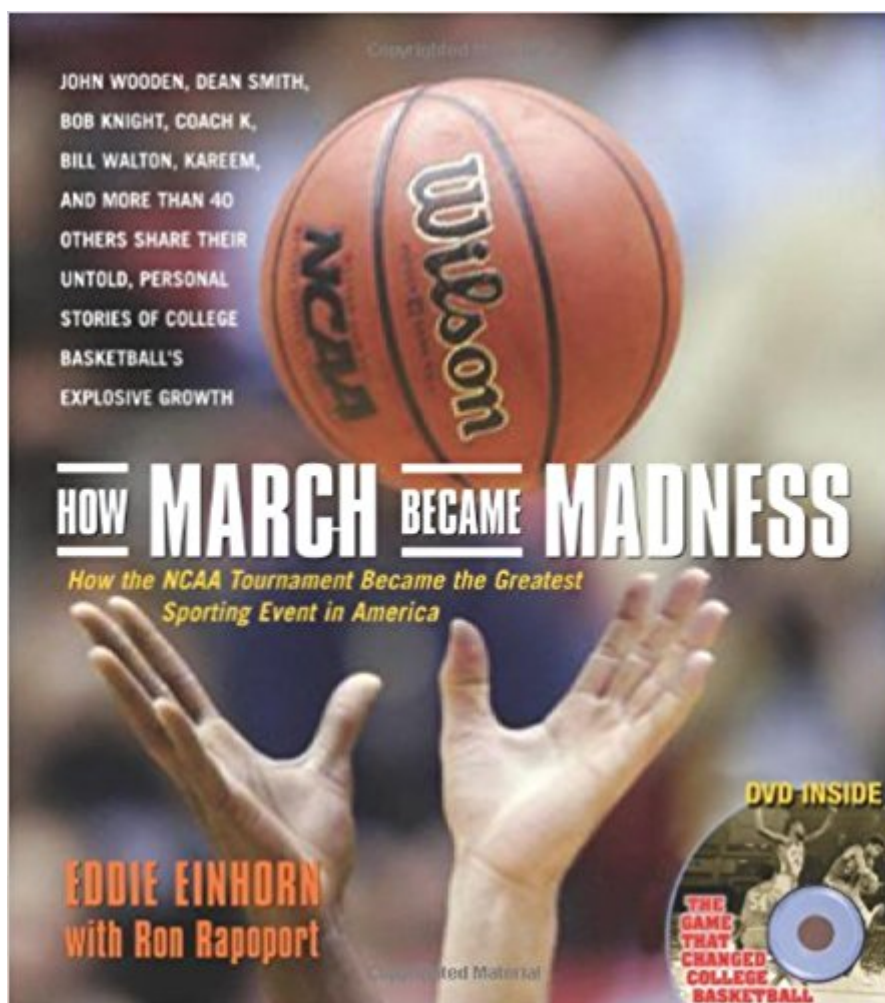


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# How March Became Madness: How The NCAA Tournament Became The Greatest Sporting Event In America



## Synopsis

The March to Madness is the fascinating account of how the telecast between Houston and UCLA laid the foundation for what became one of the greatest sporting events in America. It's an account told through the voices of a who's who of great players, coaches, and announcers.

## Book Information

Hardcover: 288 pages

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Product Dimensions: 9.5 x 8.4 x 0.9 inches

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Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (6 customer reviews)

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## Customer Reviews

Fans of college basketball will enjoy the information and stories provided in this book. The book is a collection of interviews, set forth in story format, in which the author met and interviewed with a number of significant figures in college basketball, including coaches, media, and players. There are many great stories here, and the book is divided up into different stories on the different personalities, so it makes for an accessible read. You can pick up the book, read one article, then put it down. I found the stories by the coaches to be among the most entertaining: Coach K, Roy Williams, Rick Pitino, Dean Smith, Guy Lewis and others all provide insightful stories. Also, the book puts college basketball in its historical context, with a focus on the first televised basketball game, UCLA vs. Houston, played in the Astrodome. Overall a very informative and entertaining book, I would strongly recommend it to any college basketball fan.

The book itself is really intriguing and interesting, but when you combine the DVD with the book you really get to see what you have been reading about. It is really neat and I totally suggest this book to anyone.

You can't put this book down. Interview after interview, you are amazed at the stories behind each legend. The best part is that this is basically a compilation of mini-autobiographies, but narrated as a conversation between good friends. The book starts with an interview with Rey Meyer - it reminds you how lucky the author was to have interviewed him before his passing away. You are also amazed at the hard work, passion and perseverance of Eddie Einhorn. If you love basketball (or even just "like" sports), this is the book for you.

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