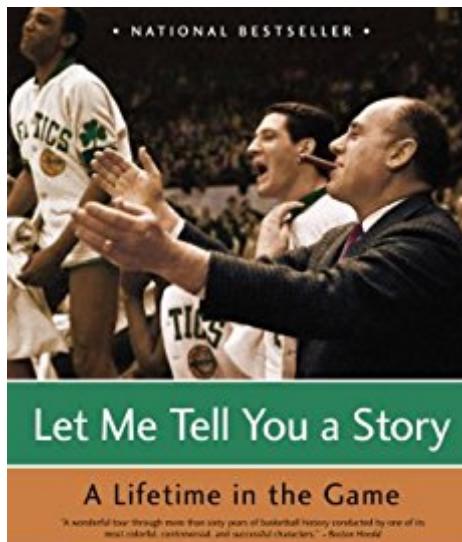


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# Let Me Tell You A Story: A Lifetime In The Game



JOHN FEINSTEIN &  
Author of *The Last Amateurs*  
RED AUERBACH



## **Synopsis**

America's favorite sportswriter teams up with Red Auerbach, the most successful and admired coach in basketball history, to tell the best stories of a legendary life. Living legend Arnold "Red" Auerbach led the Boston Celtics to nine NBA championships, eight of them consecutive, during his 17 year tenure in Boston, from 1950 to 1966. The fiery coach is a unique personality; brash, opinionated, and unfailingly accurate. As a coach, he never stood still along the sidelines, and in retirement he remains a lively part of the game, still consulted by coaches, players, and general managers at age 86. For years, John Feinstein has met regularly with Red Auerbach and his friends, drawing out Red's life story in a raucous series of unforgettable sessions. From those smoke-and laughter-filled rooms come the colorful reports about all the players and coaches Red has worked with and played against over the years. Bob Cousy, Larry Bird, Wilt Chamberlain, Sam Jones, Bill Russell, and Michael Jordan, you name them, the basketball greats are all here. Red Auerbach's incredible experiences in sports and John Feinstein's unparalleled skill as a sports storyteller make this one of the greatest books to come out of the game of basketball.

## **Book Information**

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## **Customer Reviews**

This is one of two books which I have recently read, the other being Jeff Davis' *Papa Bear: The Life*

and Legacy of George Halas. Both Auerbach and Halas were obviously great coaches but also outstanding CEOs, each building a successful and profitable franchise while playing a key role in a multi-billion dollar professional organization. In this instance, the National Basketball Association. Although generally viewed as a sportswriter, Feinstein has always seemed (to me, at least) to be a cultural anthropologist who works very hard to understand not only major sports figures and events but also their social context. This is especially true of *A March to Madness: A View from the Floor in the Atlantic Coast Conference*, *The Last Amateurs: Playing for Glory and Honor in Division I College Basketball*, *A Civil War: Army Vs. Navy (A Year Inside College Football's Purest Rivalry)*, and *A Season on the Brink*, a detailed account of the Indiana University men's basketball team's 1985-1986 season. What we have in this volume is Feinstein's account of his close association with Arnold ("Red") Auerbach over a four-year period during which Feinstein was included among a select few who regularly met with Auerbach for lunch almost every week at the China Doll restaurant in Washington (DC). What emerges is a multi-dimensional portrait of Auerbach as revealed by his and others' reminiscences and observations. Feinstein also includes relevant information from his extensive research on Auerbach, the N.B.A., the Boston Celtics teams Auerbach coached, and their opponents. By all accounts, he was a ferocious but highly-principled competitor.

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