

dallas cowboys head coaches history

Dallas Cowboys Head Coaches History: A Journey Through Leadership and Legacy

dallas cowboys head coaches history is a fascinating tale that mirrors the evolution of one of the NFL's most iconic franchises. From the team's inception in 1960 to its current era, the leadership behind the Cowboys' sideline has played a pivotal role in shaping the team's identity, culture, and success. Exploring this history offers not only a glimpse into the changing strategies and personalities but also highlights how each coach influenced the franchise's direction.

The Early Years: Building a Foundation

When the Dallas Cowboys were established as an expansion team in 1960, they faced the typical struggles of a new franchise. The first head coach, Tom Landry, would become synonymous with the Cowboys and leave an indelible mark on football history.

Tom Landry: The Architect of the Cowboy Dynasty

Tom Landry was the Cowboys' first head coach, starting his tenure in 1960 and serving for an unprecedented 29 seasons until 1988. Landry was much more than a coach; he was a visionary who introduced innovative defensive schemes like the "flex defense" and was among the first to utilize computer technology to analyze game strategies.

Under Landry's leadership, the Cowboys transformed from expansion underdogs into "America's Team." He guided Dallas to five Super Bowl appearances, winning two (Super Bowl VI and XII), and secured 20 consecutive winning seasons—a testament to his consistency and strategic brilliance. Landry's calm demeanor and methodical approach became a hallmark of the Cowboys' brand, earning him a spot in the Pro Football Hall of Fame.

The Post-Landry Era: Transition and Turbulence

Following Landry's dismissal in 1989, the Cowboys entered a period marked by leadership changes and fluctuating fortunes. This phase of the Cowboys head coaching history highlights the challenges of maintaining a winning culture amid evolving NFL dynamics.

Jimmy Johnson: The Rebuilder

Jimmy Johnson took the reins in 1989, ushering in a new era. His tenure is often credited with resurrecting the Cowboys and building the foundation for their 1990s dominance. Johnson was known for his intense coaching style and keen eye for talent, orchestrating several blockbuster draft picks and trades.

Johnson's Cowboys won back-to-back Super Bowls (XXVII and XXVIII) in the 1992 and 1993 seasons, thanks to a roster featuring stars like Troy Aikman, Emmitt Smith, and Michael Irvin. His leadership showcased how bold personnel moves combined with tactical acumen could restore a franchise's glory.

Barry Switzer: Riding the Wave of Success

After Johnson's surprise departure, Barry Switzer, a former college coaching legend, took over in 1994. Switzer inherited a talented roster and secured a Super Bowl victory in his first year (Super Bowl XXX). However, his tenure was marked by off-field distractions and inconsistency, leading to his resignation in 1997.

Switzer's time as head coach reflects an important chapter where managing personalities and maintaining discipline became as critical as tactical skill in sustaining success.

The Modern Era: Searching for Stability

The late 1990s and early 2000s saw a revolving door of head coaches for the Cowboys, with mixed results. This period illustrates the challenges the franchise faced in finding the right leader to return to championship form.

Chan Gailey and Dave Campo: Struggles on the Sideline

Chan Gailey (1998-1999) brought an offensive-minded approach but failed to lead the Cowboys to the playoffs. His two seasons were marked by rebuilding efforts but lacked the consistency fans expected.

Dave Campo (2000-2002) continued the tough stretch, focusing on defense but posting a disappointing 15-33 record during his three seasons. Campo's tenure highlighted how coaching alone couldn't overcome deeper organizational issues.

Bill Parcells: The Veteran Stabilizer

The arrival of Bill Parcells in 2003 brought renewed hope. Parcells was a proven winner with multiple Super Bowl appearances and was known for his no-nonsense coaching style.

Under Parcells, the Cowboys returned to playoff contention and improved their defense and discipline. Although the team didn't reach the Super Bowl, Parcells stabilized the franchise and set the stage for future success.

Tony Romo to Jason Garrett: The New Millennium Coaches

With the departure of Parcells, the Cowboys turned to coaches who had prior ties to the team or a history as players.

Wade Phillips: Defense and Playoff Appearances

Wade Phillips, a defensive guru, led the Cowboys from 2007 to 2008. His tenure was brief but impactful, with the team making a playoff appearance in 2007. Known for his aggressive defensive schemes, Phillips' leadership reminded fans of the Cowboys' defensive roots.

Jason Garrett: The Longest Post-Landry Tenure

Jason Garrett's coaching stint (2010-2019) was the longest since Landry's era, though without the same level of success. Garrett, a former Cowboys quarterback, was appreciated for his steady hand and ability to develop players.

During his tenure, the Cowboys made several playoff appearances but never advanced deep into the postseason. Garrett's era was characterized by inconsistency, injuries, and high expectations that often went unmet.

The New Chapter: Mike McCarthy and Future Prospects

In 2020, Mike McCarthy was hired as head coach, bringing a Super Bowl-winning pedigree from his time with the Green Bay Packers. McCarthy's arrival signaled the Cowboys' intent to return to championship contention.

McCarthy emphasizes a balanced offensive approach, veteran leadership, and adapting to the modern NFL's fast pace. His coaching style and experience could mark the beginning of a new era for the Cowboys, though only time will reveal the full impact.

Insights into the Dallas Cowboys Head Coaches History

Understanding the Cowboys' coaching history offers several valuable insights:

- **Longevity and Stability Matter:** Tom Landry's nearly three-decade tenure proved how stability fosters sustained success.
- **Adaptability is Key:** Coaches who adapted to changing NFL trends, like Jimmy Johnson, achieved significant success.
- **Roster and Management Synergy:** Coaching success often aligned with strong front office decisions, such as draft picks and trades.
- **Leadership Beyond X's and O's:** Managing player personalities and team

culture is as crucial as game-day tactics, illustrated by the Switzer era.

For fans and analysts alike, the Dallas Cowboys head coaches history serves as a case study in leadership dynamics, organizational challenges, and the pursuit of excellence in professional football.

From the pioneering days of Tom Landry to the present leadership, the Cowboys' coaching journey reflects not just a team's story but the broader evolution of the NFL itself. Whether you're a die-hard fan or a student of the game, diving into this history enriches your appreciation of how coaching shapes the legacy of a franchise known worldwide as "America's Team."

Frequently Asked Questions

Who was the first head coach of the Dallas Cowboys?

Tom Landry was the first head coach of the Dallas Cowboys, serving from 1960 to 1988.

Which Dallas Cowboys head coach has the most wins in franchise history?

Tom Landry holds the record for the most wins as head coach of the Dallas Cowboys.

Who succeeded Tom Landry as the Dallas Cowboys head coach?

Jimmy Johnson succeeded Tom Landry as the head coach of the Dallas Cowboys in 1989.

Which Dallas Cowboys head coach won the most Super Bowl titles?

Both Tom Landry and Jimmy Johnson won two Super Bowl titles each as Dallas Cowboys head coaches.

Who was the Dallas Cowboys head coach before Mike McCarthy?

Jason Garrett was the head coach of the Dallas Cowboys before Mike McCarthy, coaching from 2010 to 2019.

When did Mike McCarthy become the Dallas Cowboys head coach?

Mike McCarthy was hired as the Dallas Cowboys head coach in January 2020.

Have the Dallas Cowboys ever had a head coach with multiple tenures?

No, the Dallas Cowboys have not had a head coach serve multiple separate tenures.

Who was the Dallas Cowboys head coach during their 1990s Super Bowl victories?

Jimmy Johnson was the head coach during the Cowboys' Super Bowl victories in the early 1990s.

Which Dallas Cowboys head coach was known for implementing the 'Flex Defense'?

Tom Landry was known for implementing the 'Flex Defense' during his time as head coach of the Dallas Cowboys.

Additional Resources

Dallas Cowboys Head Coaches History: A Legacy of Leadership and Change

dallas cowboys head coaches history reflects one of the most storied and dynamic coaching trajectories in the National Football League. Since their inception in 1960, the Dallas Cowboys have been guided by a series of head coaches whose leadership styles, strategic decisions, and team-building philosophies have shaped the franchise into the iconic "America's Team." This article delves into the evolution of the Cowboys' head coaching history, examining the impact of each tenure and how their legacies intertwine with the broader narrative of the NFL.

Early Foundations: The Tom Landry Era

The cornerstone of the Dallas Cowboys' coaching history is undoubtedly Tom Landry, who served as the franchise's first and longest-tenured head coach. Appointed in 1960, Landry's 29-year reign is synonymous with innovation and consistency. Under his stewardship, the Cowboys transitioned from an expansion team to a perennial playoff contender.

Landry introduced pioneering defensive schemes, such as the "Flex Defense," and was known for his stoic demeanor and meticulous game preparation. His leadership led Dallas to two Super Bowl victories (VI and XII) and five NFC Championships. Landry's 250 regular-season wins remain a franchise record. His blend of discipline and innovation set a high standard in the dallas cowboys head coaches history and established the Cowboys' identity.

Transition and Turbulence: Post-Landry Coaching Changes

The departure of Tom Landry in 1989 marked a significant turning point. The

Cowboys faced a period of instability and fluctuating success with a series of coaching changes that reflected broader organizational challenges.

Jimmy Johnson: The Architect of a Dynasty

Jimmy Johnson's arrival in 1989 heralded a new era. Known for his intense personality and sharp football intellect, Johnson quickly rebuilt the Cowboys through savvy draft picks and trades. His tenure, lasting until 1993, was highlighted by back-to-back Super Bowl victories (XXVII and XXVIII) and a transformation of the team into a dominant force.

Johnson's ability to develop young talent like Troy Aikman, Emmitt Smith, and Michael Irvin was critical. His success underscored the importance of strategic personnel management in head coaching and remains a high point in the Dallas Cowboys head coaches history.

Barry Switzer: Maintaining the Momentum

Following Johnson's departure, Barry Switzer took over in 1994. Switzer, with a background in college football coaching at the University of Oklahoma, inherited a championship-caliber team. He led the Cowboys to their third Super Bowl title in four years (Super Bowl XXX) in his first season.

However, Switzer's tenure was marked by inconsistency and controversy, including off-field distractions and a decline in regular-season performance. Despite his Super Bowl success, Switzer's leadership raised questions about sustaining long-term excellence, reflecting the challenges faced by the Cowboys in maintaining their elite status.

Modern Era: Challenges and Rebuilding

The period following Switzer saw several head coaches come and go, each attempting to restore the Cowboys to their former glory. This era is characterized by varying degrees of success and is a testament to the difficulties of maintaining a winning culture in a highly competitive league.

Chan Gailey and Dave Campo: Struggles with Consistency

Chan Gailey (1998-1999) and Dave Campo (2000-2002) represent the Cowboys' struggle to find stability post-dynasty. Gailey's tenure showed promise but failed to clinch playoff berths, while Campo's era was marked by a particularly disappointing 5-27 record over two and a half seasons.

These coaching stints highlighted the challenges of leadership under the franchise's high expectations and the pressure of performing in a demanding market like Dallas.

Bill Parcells: The Veteran Rebuilder

In 2003, the Cowboys hired Bill Parcells, a seasoned NFL head coach with multiple Super Bowl appearances. Parcells' approach focused on rebuilding the team's core through drafting and free agency. While he made the playoffs twice, his two-year tenure was viewed as a transitional phase that laid groundwork for future development.

Parcells' pragmatic style brought stability but underscored the difficulty of immediate success amid rebuilding efforts.

Recent Leadership: Jason Garrett to Mike McCarthy

Jason Garrett: The Longest Post-Landry Tenure

Jason Garrett's promotion from offensive coordinator to head coach in 2010 marked the longest coaching stint since Landry. Garrett's leadership was characterized by moderate success, including multiple playoff appearances but no Super Bowl runs.

Garrett's tenure is often debated for its conservative play-calling and inability to elevate the team to elite status. However, his steady presence provided continuity during a period of roster transition and high expectations.

Mike McCarthy: The Current Chapter

In 2020, the Cowboys appointed Mike McCarthy as head coach, bringing a Super Bowl-winning pedigree from his time with the Green Bay Packers. McCarthy's leadership philosophy emphasizes offensive innovation and quarterback development, particularly with star Dak Prescott.

McCarthy's tenure is still unfolding, but early signs suggest a focus on adapting to modern NFL dynamics and addressing past inconsistencies. His role is pivotal in shaping the next phase of the Dallas Cowboys head coaches history, balancing legacy and innovation.

Comparative Perspectives and Legacy

Analyzing the Dallas Cowboys head coaches history reveals a franchise deeply influenced by strong, visionary leaders juxtaposed with periods of uncertainty and rebuilding. Tom Landry's foundational impact contrasts sharply with the more transient coaching tenures that followed, highlighting the challenges of sustaining success in professional sports.

The legacy of coaches like Jimmy Johnson and Barry Switzer demonstrates the fine line between championship glory and organizational volatility. Meanwhile, the modern coaching landscape for the Cowboys reflects the

evolving nature of the NFL, where adaptability and strategic foresight are paramount.

- **Tom Landry:** Innovation, stability, franchise identity.
- **Jimmy Johnson:** Talent development, dynasty builder.
- **Barry Switzer:** Short-term success, longer-term inconsistency.
- **Jason Garrett:** Continuity, moderate success.
- **Mike McCarthy:** Offensive innovation, rebuilding focus.

This mosaic of leadership styles and outcomes underscores the complexity of coaching in Dallas, where history, fan expectations, and media scrutiny converge.

The Dallas Cowboys head coaches history is not merely a timeline of personnel changes but a reflection of the franchise's ambitions, challenges, and enduring quest for excellence. As the Cowboys continue to evolve, their coaching legacy remains a central narrative in understanding their place within the NFL and American sports culture.

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the FBI before becoming a lawyer for Uniroyal Tires. Bill Parcells is of Irish and Italian descent. Prior to his sophomore year in high school, the Parcells family moved a few miles north to the town of Oradell, where he attended River Dell Regional High School. While he was at River Dell, he was routinely mistaken for another boy named Bill....

dallas cowboys head coaches history: Encyclopedia of Sports Management and Marketing Linda E. Swayne, Mark Dodds, 2011-08-08 This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

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dallas cowboys head coaches history: The Sports Hall of Fame Encyclopedia David Blevins, 2012 Provides a comprehensive listing, including biographical information and statistics, of each athlete inducted into one of the major sports halls of fame.

dallas cowboys head coaches history: Football's Most Wanted™ II Walter J. Harvey, 2006-10-01 Readers will score a touchdown at their tailgate parties with Football's Most Wanted™ II: The Top 10 Book of More Bruising Backs, Savage Sacks, and Gridiron Oddities by Walter Harvey. With fun facts and amazing anecdotes from professional and college football, it's sure to delight fans new and old while presenting a wealth of interesting and amusing tidbits and trivia. Harvey takes over in the second half after a stellar performance by the starter, Football's Most Wanted™, and is poised to lead your team to victory. With more than fifty additional top-ten lists on a plethora of pigskin possibilities, there's something here for everybody. Harvey includes information on some of the greatest gridiron rivalries, amazing football streaks and records, the youngest coaches and oldest players, famous and defunct college football bowls, coaches who both excelled and failed when making the jump from college to the pros, and the most entertaining touchdown celebrations. He touches on footballers who go into commercials, introduces the famous "other halves" of football players, and even details ten of the longest scoring plays in NFL history. Football's Most Wanted™ II: The Top 10 Book of More Bruising Backs, Savage Sacks, and Gridiron Oddities is a sure score for every fan.

dallas cowboys head coaches history: Advancing the Ball N. Jeremi Duru, 2011-01-07 Following the NFL's desegregation in 1946, opportunities became increasingly plentiful for African American players--but not African American coaches. Although Major League Baseball and the NBA made progress in this regard over the years, the NFL's head coaches were almost exclusively white up until the mid-1990s. Advancing the Ball chronicles the campaign of former Cleveland Browns offensive lineman John Wooten to right this wrong and undo decades of discriminatory head coach hiring practices--an initiative that finally bore fruit when he joined forces with attorneys Cyrus Mehri and Johnnie Cochran. Together with a few allies, the triumvirate galvanized the NFL's African

American assistant coaches to stand together for equal opportunity and convinced the league to enact the Rooney Rule, which stipulates that every team must interview at least one minority candidate when searching for a new head coach. In doing so, they spurred a movement that would substantially impact the NFL and, potentially, the nation. Featuring an impassioned foreword by Coach Tony Dungy, *Advancing the Ball* offers an eye-opening, first-hand look at how a few committed individuals initiated a sea change in America's most popular sport and added an extraordinary new chapter to the civil rights story.

dallas cowboys head coaches history: Common Enemies Thomas F. Schaller, 2021-11 During the 1980s Black athletes and other athletes of color broadened the popularity and profitability of major-college televised sports by infusing games with a "Black style" of play. At a moment ripe for a revolution in men's college basketball and football, clashes between "good guy" white protagonists and bombastic "bad boy" Black antagonists attracted new fans and spectators. And no two teams in the 1980s welcomed the enemy's role more than Georgetown Hoya basketball and Miami Hurricane football. Georgetown and Miami taunted opponents. They celebrated scores and victories with in-your-face swagger. Coaches at both programs changed the tenor of postgame media appearances and the language journalists and broadcasters used to describe athletes. Athletes of color at both schools made sports apparel fashionable for younger fans, particularly young African American men. The Hoyas and the 'Canes were a sensation because they made the bad-boy image look good. Popular culture took notice. In the United States sports and race have always been tightly, if sometimes uncomfortably, entwined. Black athletes who dare to challenge the sporting status quo are often initially vilified but later accepted. The 1980s generation of barrier-busting college athletes took this process a step further. True to form, Georgetown's and Miami's aggressive style of play angered many fans and commentators. But in time their style was not only accepted but imitated by others, both Black and white. Love them or hate them, there was simply no way you could deny the Hoyas and the Hurricanes.

dallas cowboys head coaches history: The Elway Years Mike Klis, Mike Shanahan, 2024-10-08 A sharply written, action-packed chronicle of Denver Broncos championship history. For 16 seasons, John Elway was nothing less than the figurehead of a franchise and the heartbeat of a city. As a quarterback, he was a tenacious scrambler; given the choice of sliding safely a yard short of the first down marker or taking a hit if it meant moving the chains, he never failed to absorb the blow. As a leader he was the embodiment of quiet confidence, inspiring—rather than demanding—the best from his Denver Broncos teammates. *The Elway Years* is an essential portrait of this singular era for Denver sports, one which culminated in back-to-back championships but was built on years of failure and resilience. When Elway hung up his cleats after Super Bowl XXXIII, his status as one of football's all-time greats was assured. But for over a decade, despite the records, awards, and thrilling late-game comebacks, that legacy hung in the balance. Veteran reporter Mike Klis captures the essence of Elway's dogged pursuit of greatness, weaving together memory, research, and keen analysis. Through the words of teammates, executives, and Elway himself, readers are invited to delve into the captivating journey of this football icon, exploring the triumphs and trials that defined his remarkable career. From *The Drive* to the long-awaited hoisting of the Lombardi Trophy and the quieter moments in between, *The Elway Years* is a must-read for Broncos faithful and football fans everywhere.

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This comprehensive handbook from Sky Sports presenter Neil Reynolds offers a deep dive into the NFL's greatest teams and moments. Covering key concepts such as the importance of field goals, quarterbacks and wide receivers, NFL: The Fan's Guide reveals the extreme athleticism and complex tactics needed to dominate the modern game. Whether you're a seasoned fan or new to the game, insights into all 32 NFL teams mean that this must-have guide will take your game day experience to new heights.

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dallas cowboys head coaches history: Tomlin John Harris, 2023-11-21 In 2007, at the age of thirty-four, Mike Tomlin was hired as the head coach of the Pittsburgh Steelers. Replacing Hall of Famer Bill Cowher—and two years removed from the team's Super Bowl XL victory—there was immense pressure on the first-year head coach, who many fans and those in the media were largely unfamiliar with. After five seasons as an assistant for the Tampa Bay Buccaneers and a single season as the defensive coordinator for the Minnesota Vikings, the hiring came as a surprise to many. From his first day at the helm, numerous questions began to be asked: Was this young coach able to lead a veteran team that still had championship hopes? Could the newly hired, soft-spoken coach be able to fill the shoes of the great Cowher, known for being brash and outspoken? Was his hiring based solely on the "Rooney Rule"—named after Steelers owner Dan Rooney—which states that every team must interview at least one minority candidate for their open head coaching position? Not only did Tomlin rise above the questions and criticism about his credentials, he continued the franchise's reputation of excellence. The youngest coach to win a Super Bowl in only his second season at the helm, Tomlin has yet to have a losing record in sixteen seasons with the team. He is also the second-most tenured head coach in the league, only behind Bill Belichick of the New England Patriots. But the question still unanswered is, who is Mike Tomlin? Known for giving little to the media and keeping his thoughts and opinions private, those outside the locker room and Steelers offices know little about the future Hall of Fame coach. Even as one of the most successful African American head coaches in

NFL history, and one that has handled numerous locker room “personalities” over the years, much of what is written and reported about the coach is only above the surface. That’s where John Harris comes in. A veteran journalist who covered Tomlin’s hiring for the Pittsburgh Tribune-Review, Harris works to pull back the curtain on the mystique behind this “coaching unicorn.” Beginning with his days as a wide receiver at William & Mary, his several years in the college coaching ranks, to getting hired by Hall of Fame coach Tony Dungy with the Buccaneers and his single season with the Vikings, Tomlin shares how a young man from Hampton, Virginia, was able to establish himself as a leader of men in a business with so much turnover, earned the respect from his peers and players, and has continued to be someone that is looked up to by so many in the league. With interviews from former players, coaches, and executives, Harris lets readers in on what it’s like to play for Tomlin, why he is (or is not) beloved in Pittsburgh, and how his continued success has helped change the landscape of what NFL franchises look for in hiring a head coach. All from a man that chooses to give all the success to his players and coaches—past and present—than take it for himself: exactly what every franchise hopes for from the leader of their team.

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Stones banking experiences, although detailing both the entertaining and the mundane, also include stories of memorable irate customers and bank robbers pointing a gun in his face and threatening his life. He also shares stories of his political friends, including President Lyndon Johnson; Congressman Charlie Wilson, the main character of the movie *Charlie Wilson's War*; and other notable statesmen. Stones respect and close relationship with the game wardens and their enforcement of the law played an integral part of his life. An avid sportsman, Stone has had a lifelong interesting in hunting and fishing, notably participating in trophy hunts in Africa. He also supported and continues to support worthwhile conservation and environmental projects. Indomitable and larger than life, Jack Stone has maintained his sense of humor and lust for life. Learn about his fascinating history in *Every Man Dies, Not Every Man Lives*.

dallas cowboys head coaches history: The Official NFL 1999 Record and Fact Book

National Football League, 1999-07 Complete NFL Records, all-time results, super bowl summaries.

dallas cowboys head coaches history: Turf Wars DeMaurice Smith, 2025-08-05 An NFL insider's explosive account of the ruthless power struggles between owners and players over the future of football. During his fourteen years as the head of the NFL Players Association, DeMaurice Smith was a front line advocate for football players through some of the most tumultuous crises in NFL history: Colin Kaepernick's protests, Deflategate, a lockout, two collective bargaining agreements, and more. But after witnessing the league's troubling response to discrimination and racial unrest, both within the league and beyond, Smith realized it was time to pull back the curtain and speak truth to power. Drawing from his years of unprecedented access and unparalleled knowledge of America's favorite sport, Smith documents his years leading the NFLPA and explains how the NFL distorts the truth, telling partial stories to insulate itself and grow its \$20-billion-a-year brand—and the players' battles to protect themselves. From contract negotiations to battles over suspensions, Smith shows us how the union fought to protect players from the greed, racism, and dishonesty the league is built on. He also takes readers inside closed-door meetings and unreported conversations and confrontations with the industry's most powerful figures such as Robert Kraft, Jerry Jones, Tom Brady, and Roger Goodell. *Turf Wars* puts every NFL crisis—both familiar and lesser known—within a broader cultural and historical context, framing the league's extraordinary rise as a mirror to America's own history. Revelatory and profound, *Turf Wars* is a book about the soul of football: its degradation, and how to save it.

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