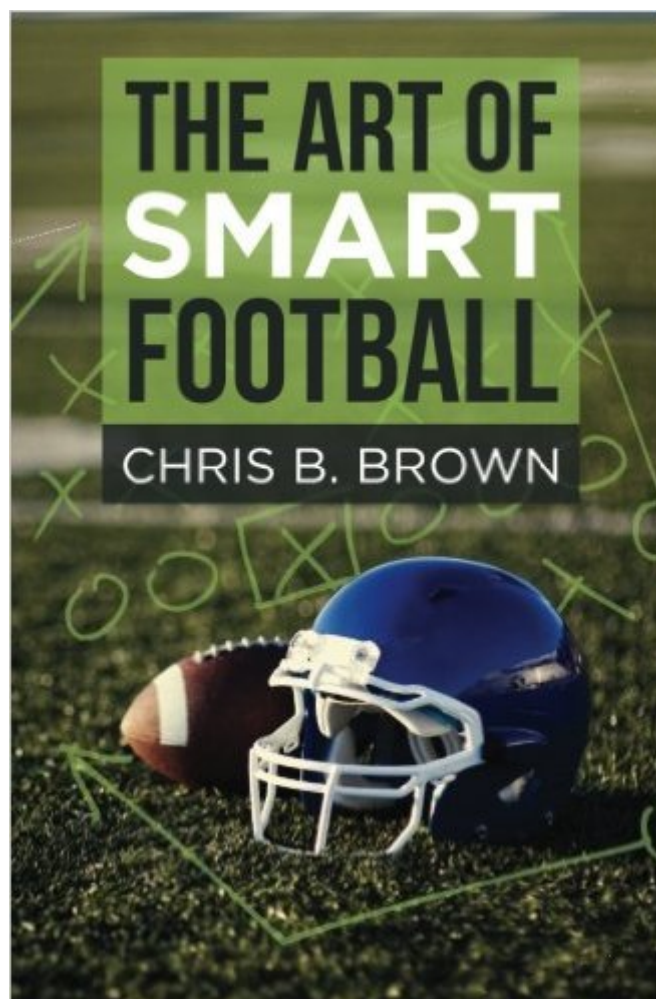


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# The Art Of Smart Football



## Synopsis

Masterfully blending thought provoking analysis with engrossing storytelling, *The Art of Smart Football* examines football's most innovative and enduring strategies and ideas, through the lens of the sport's best coaches and players. *The Art of Smart Football* is an eye-opening, fascinating and accessible contribution to our understanding of America's favorite sport. *The Art of Smart Football* features analysis of football's top strategists and schemes, including: Pete Carroll's aggressive defense Chip Kelly's spread offense and new-school methods The roots of Bill Belichick's defensive genius Gus Malzahn's up-tempo offense The strategies Peyton Manning, Tom Brady, and Aaron Rodgers use to shred defenses Art Briles and Baylor's wide open attack Nick Saban's defensive evolution The book also includes explorations of the newest trends in football, including "packaged plays" that combine runs and passes into one play, "pattern match" defenses that blend man-to-man and zone pass coverages, how defenses are responding to the spread offense, and much more. Praise for *The Art of Smart Football*: "The Art of Smart Football made me a smarter football writer . . . Football, as presented by these coaches and by Brown, is such an imaginative game. It's a great read: Go buy it." -- Peter King, *The MMQB/Sports Illustrated* "A must read if you are a football junkie." -- Trent Dilfer, *ESPN/13-year NFL Veteran Quarterback* "The best analysis in the game today." -- *Rolling Stone* "Awesome stuff. I recommend *The Art of Smart Football* to any coach or fan." -- Matt Bowen, *ESPN Columnist/NFL Veteran* "When Chris B. Brown releases a book, you should buy it." -- Bill Barnwell, *Grantland/ESPN* "A deep dive into football. Highly recommended."-- *Field Yates, ESPN* "The Art of Smart Football is a perfect read for anyone looking to take their knowledge of the game up a notch."-- *ElevenWarriors.com*

## Book Information

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## Customer Reviews

I stumbled upon Chris through Twitter and am so happy I did and it led me to this book. As a football fan I hate feeling that there are complex elements to the game that I haven't fully understood. I might know what a zone blitz is in theory, but didn't know the variations, history, or true reasoning behind it. This book is so informative in such an entertaining and easily digestible way, I learn so much every time I pick it up, and I find myself going back to chapters to refresh my memory on certain topics.

Chris Brown has a gift for talking about football-related topics and personalities at a level that is a lot deeper, more insightful, and more interesting than what you are going to hear on TV. I am a high school football coach and an avid reader, so I have a library of football coaching books, but this is not like those. Brown picks a topic of interest and dives in, but it's not a how-to book as much as it's the written musings of an intelligent football junkie who is sharing what he has learned. The book is more or less a collection of essays, most of which came from his online website (which is also very much worth your time). If you like football, and you like to read, take a look at this book.

Chris Brown had been in the forefront of teaching us about the game within the game, but his legal career took him from us. Smartfootball.com, and the older site at smartfootball.blogspot.com were the first of their kind. Smartfootball the book and the website were my introduction to the deeper mysteries of the game. I came to Smartfootball for help to understand the NFL. I learned about the Offensive Revolution that was taking over College football. Because of Chris Brown, I got into college ball, albeit nowhere near as deep as NFL, I watch college ball after the season, recorded off YouTube. Chris documented the NCAA offensive Revolution's influence on the NFL. Smartfootball readers were asked: Why jam up the Line of scrimmage with extra blockers to run the ball, when the Defenders will follow them, creating a no gain scrum? I'd say he was critical in explaining Read Option's explosion in the NFL to all of us who are fascinated by it. All His Grantland pieces linked from Smartfootball in 2012 as Russell Wilson, RG3 and Colin Kaepernick were exploding onto the scene and most NFL fans had never seen this before. He taught us about packaged plays. He taught us how defenses were adapting. Its sad that teaching smart fans even selling this book will never earn Chris as much as being a lawyer. If you like this book, read up Smartfootball website archives. For the present NFL Nflbreakdowns.com and Insidethepylon are great. For NCAA;

Smartfootball has many many coaching blogs linked up, for further reading.

My son is a football fanatic so it is hard to get him a football-oriented gift. This book did the trick. When he opened it, his eyes lit up. He knows the author (of course) but fortunately he hadn't read this. I got the impression he was going to drop everything until he had finished it.

Awesome follow up book for Chris. It's a collection of articles and provides some good information for football nerds like me. Follow him on twitter as well for weekly insights, especially during the football season.

If you want to understand what is going on in football at a deeper level buy this book. It explains the theories and the never-ending move/counter move aspects of football in ways you likely have never considered. Outstanding.

I've been watching football all my life, but never played anything beyond flag football. This book was very interesting to me as I was looking for a deeper understanding of schemes, so that I'd know more about what was going on when commentators talk about zone blocking, 2 gapping, cover 1, etc. There was a lot of good information about schemes in here, and some absolutely wonderful anecdotes about legends in the coaching game, but I would have liked a bit more detail on the x's and o's to flesh out the books short 130ish pages.

Chris Brown is a great writer who manages to make football strategy accessible to the more casual fan. While Brown's knowledge of various strategies are as strong as anyone else's his work strives to bring the masses in. If you are somewhat interested in different strategies and their history you should read this. If you're looking for something more comprehensive this probably isn't the book for you. Regardless it's still a very good read.

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