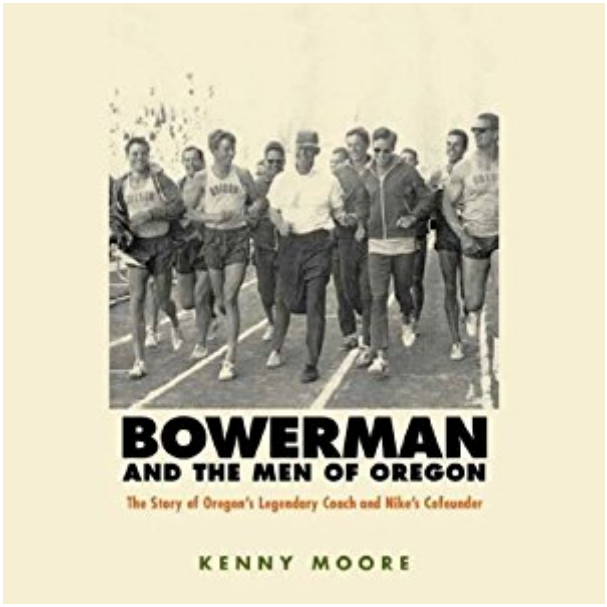
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Bowerman And The Men Of Oregon: The Story Of Oregon's Legendary Coach And Nike's Cofounder



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Synopsis

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.

Book Information

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Customer Reviews

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.

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 athelics and as human beings. A great read!

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 alot 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.

Great book, I had been wanting to read it for years and finally remembered to download it. Kenny Moore went on to become the pre-eminent track and field writer of our time, but before that he was a world class runner who just happened to run at Oregon in that magic time of Bowerman and Prefontaine, among other greats. On top of that, former Oregon runner Phil Knight was starting up Nike in the same timeframe. All of which makes for incredible stories, which Moore captures with his talented pen.

This book is a history of Oregon and the legendary coach and the programs he began and still are in place at Eugene. The book gives training technics that Coach Bowerman brought to new heights with the athletes he coached. Also very interesting historical information about the State of Oregon. It's not all about Pre or Nike - but the MEN of Oregon who made it all happen, before and beyond

Bowerman.A legacy that is still studied today, coach and athlete a like.Mrs. Delrae Blanchard, wife of Coach Lonnie Blanchard, Naches Valley High School.

Well-written and researched, this biography paints virtually every facet of Bill Bowerman's life and character across a canvas as broad as the Western skyline. From Bill's adventurous ancestors' settlement in Oregon, to his fatherless upbringing, to his high school sports and military successes, to his coaching, and finally to his entrepreneurial undertakings as a Nike founder, the narrative progresses in a logical, well-organized fashion. Even knowing that Kenny Moore, as one of Bill's unwavering supporters over the years, must have skewed this character study a bit toward the positive, I turned the last page convinced that Bill Bowerman was a multi-talented man of high principle and inquisitive Promethean temperament, who left the sport much better than he found it.Moore is at his finest when describing training techniques and track performances and when discussing, from his insider's vantage point, Bill's early running shoe prototypes and his relationships with the many talented athletes who ran at Oregon. As a fourth-place Olympic finisher in the same Munich Games where Pre faltered down the home stretch, Moore also did a wonderful job of illustrating how an untimely illness, a poor race plan, or other unfortunate circumstances denied many great champions the elusive Olympic medals by which athletic success is too often measured.Some of the material is slow-going and somewhat dense in factual detail, however, and a disciplined editor could probably have pared it down by fifty pages or more. In particular, I wished that less text was spent on Bill's ancestors and family, his involvement in World War II and the struggles with Track & Field's governing bodies. That said, I can understand why Moore might have felt compelled to err on the side of over-inclusion when taking on the weighty responsibility of memorializing the life of his beloved coach.-Kevin Joseph, author of "The Champion Maker"

Seldom have I read a biography as piercing, insightful, and emotional. Coach Bowerman's life paralleled - certainly encouraged - the fitness revolution in America. Yet the take-away message from this book is a life that was ruled by principle, not swayed by fashion or convenience. I wish I had met Bill Bowerman. Kenny Moore's writing is impressive. I was deeply moved, permanently affected.

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