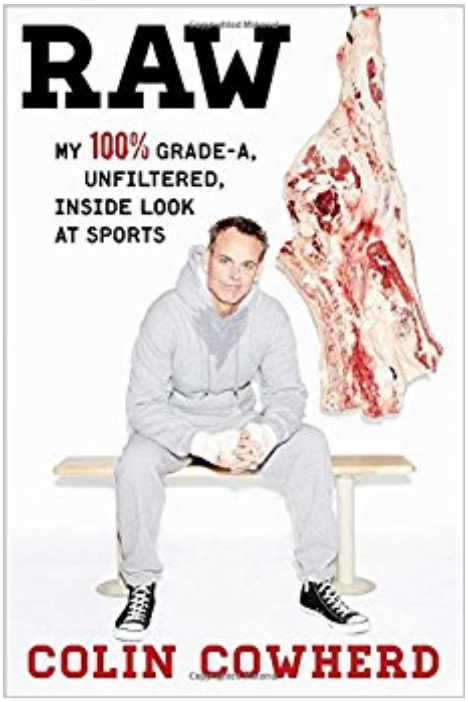
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Raw: My 100% Grade-A, Unfiltered, Inside Look At Sports



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Synopsis

In his no-holds-barred, unapologetically controversial voice, New York Times bestselling author and ESPN radio show host Colin Cowherd gives an insiderÃ¢â ¬â„¢s look into all things sports, including behind-the-scenes scandals, inter-team rivalries, and playersÃ¢â ¬â„¢ lives on and off the field.ThereÃ¢â ¬â„¢s a lot you donÃ¢â ¬â„¢t see or hear sitting high up in the stands. But Colin Cowherd knows what really goes onÃ¢â ¬â •and heÃ¢â ¬â„¢s not afraid to share the vivid details of everything we donÃ¢â ¬â„¢t see on ESPN. From hotel parties for athletes and other industry professionals, to gossip from the road between games, to what happens at ESPN behind closed doors, Cowherd draws on personal experiences to offer you an exclusive look into the rarefied, outrageous, ego-stuffed sphere of the professional sports world. If you want honest, unvarnished opinions on current sports rivalries, scandals, and statistics, itÃ¢â ¬â„¢s all in RawÃ¢â ¬â •from one of AmericaÃ¢â ¬â„¢s most outspoken sports broadcasters on air today.

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Customer Reviews

New York Times bestselling author Colin Cowherd is the host of The Herd on ESPN Radio and ESPNU and ColinÃ¢â ¬â„¢s New Football Show, airing on Sunday nights as a pregame show for both pro and college football. An established face in sports reporting with a concentration in radio broadcasting, Cowherd is revered for his comedic, raw, unapologetic, controversy-driven journalism. He has published one previous title, You Herd Me! IÃ¢â ¬â„¢ll Say It If Nobody Else Will, which was an instant New York Times bestseller and hailed as Ã¢â ¬Å“provocative and amusingÃ¢â ¬Â• by Kirkus Reviews.

Raw 2> I WAS LIKE MOST KIDS. I woke up on Saturday mornings to watch cartoons. A handful of them couldnÃ¢â ¬â„¢t be missed. Scooby-Doo, Where Are You! was strangely addictive despite featuring a talking dog, four teenagers who never changed their clothes, and the exact same ending to every episode: a thwarted villain saying, Ã¢â ¬Å“I would have pulled this off without you meddling kids!Ã¢â ¬Â• There was also Jonny Quest, an adventure series where two families traveled the globe finding evil, like the one time when they discovered the giant spider whose eye was a camera sending pictures back to the bad guy Dr. Zin. I donÃ¢â ¬â„¢t want to go too deeply into the details, but that shit was real. I followed the path of most boys, seduced into the shows that chronicled the exploits of crime fighters and superheroes. Spider-Man, Batman, the Green Lantern, Plastic ManÃ¢â ¬â •they all had a place in my heart. I would try to decipher in my head which one of them I would choose in a battle to the death. I would assess from all angles, analyzing strengths and weaknesses, sort of an early sabermetric version of advanced-metric cartoon analysis. As IÃ¢â ¬â„¢ve aged, IÃ¢â ¬â„¢ve come up with a superhero that would defeat them all. He isnÃ¢â ¬â„¢t very big, and he probably canÃ¢â ¬â„¢t lift so much as a couch without the help of several other people. ThereÃ¢â ¬â„¢s no X-ray vision, although thereÃ¢â ¬â„¢s a chance he could be a recent recipient of Lasik surgery. His speed, even among the rest of his out-of-shape friends, is pedestrian. And yet this guyÃ¢â ¬â„¢s magic is undeniable. He can stop any personÃ¢â ¬â •even any groupÃ¢â ¬â •in his tracks. He can petrify even the most powerful among us; he is unable to stop a steaming locomotive but perfectly capable of creating corporate chaos with just a few well-placed words. Even the other superheroes donÃ¢â ¬â„¢t dare cross him. Who is this unmasked man? How can someone be so powerful and mundane at the same time? Let me introduce you to Claiming Racism Man. The first thing you need to know is that he doesnÃ¢â ¬â„¢t need proof. He can work his magic without the benefit of evidenceÃ¢â ¬â •no repeated actions caught on tape or in writing necessary. He can claim racism against a company without poring over recent hiring practices or disputed firings. No, the source of this superheroÃ¢â ¬â„¢s power comes from the overwhelming randomness and impulsivity of his words. If you make a claim that doesnÃ¢â ¬â„¢t fit his political leanings, youÃ¢â ¬â„¢re in danger of being targeted. ItÃ¢â ¬â„¢s a bird, itÃ¢â ¬â„¢s a planeÃ¢â ¬â •wait, heÃ¢â ¬â„¢s not up in the sky at all. In fact, heÃ¢â ¬â„¢s writing on a blog, of all things. ItÃ¢â ¬â„¢sÃ Â .Ã Â .Ã Â . Claiming Racism Man. If you think IÃ¢â ¬â„¢m exaggerating the power of race and the irrational way in which we treat intentions that are inherently reasonable, IÃ¢â ¬â„¢ll offer you a quick and easy example. Starbucks launched a campaign in early 2015 called Ã¢â ¬Å“Race Together,Ã¢â ¬Â• and it was intended to decrease

racial injustice and bring a better understanding of the issues affecting people of all races. Baristas, if they so desired, could add the hashtag #RaceTogether on the side of cups in hopes of sparking discussionÃ¢â ¬â •or even simple considerationÃ¢â ¬â •of the issues facing minorities. The idea was to plant the idea that no matter who you are or where you came from, weÃ¢â ¬â„¢re all in this together. There was absolutely nothing sinister at work here. Baristas werenÃ¢â ¬â„¢t instructed to take your order and proclaim, Ã¢â ¬Å“I see you ordered another vanilla latte today. IsnÃ¢â ¬â„¢t it about time for some dark roast, if you know what I mean?Ã¢â ¬Â• There were no reports of baristas holding out a customerÃ¢â ¬â„¢s Breakfast Blend and refusing to hand it over until the customer came up with the right answer to the question Ã¢â ¬Å“Do you think Oprah got hosed at the Oscars?Ã¢â ¬Â• Oh, but you wouldnÃ¢â ¬â„¢t know that from the outcry. Within a few days, we had ourselves a veritable firestorm over two voluntary words on paper coffee cupsÃ¢â ¬â •words that, frankly, would have little or no impact on the systemic issues that create the kind of racial tension that results in the death of someone like Trayvon Martin or Michael Brown. Nobody can deny that racism exists here, or nearly anywhere. Even among the better educated, there is closeted racism, orÃ¢â ¬â •in the case of the most affluent among usÃ¢â ¬â •walk-in-closeted racism. But how did a simple campaign seeking potential civilized discourse on the subject pick up so much momentum, not to mention unmitigated scorn? IÃ¢â ¬â„¢ll tell you why: because weÃ¢â ¬â„¢re so petrified of being called a racist or forever labeled a racist that even thoughtful discourse can lead to unintentional misinterpretation or manipulation. ItÃ¢â ¬â„¢s better to keep your damned mouth shut than to end up saying something that might inadvertently end with you having an exit interview in human resources forty-five minutes after you opened your mouth. Claiming Racism Man has a posse behind him, too, making him even more powerful. The racial police, often working behind the scenes in support of Claiming Racism Man, feel that theyÃ¢â ¬â •and only theyÃ¢â ¬â •have the superior intellect to discuss any aspect of the topic. Really? Is the club that exclusive? We have governors and presidents who make wide-ranging economic decisions affecting hundreds of millions of people without having a single professional career in their backgrounds, and yet discussions of raceÃ¢â ¬â •the act of merely talking about the topicÃ¢â ¬â •should be reserved for a chosen few? The beauty of Claiming Racism Man is his dexterity. He has an amazing ability to twist and reconfigure someoneÃ¢â ¬â„¢s words to unearth the hidden meanings that lie within the most innocuous comments. You want a concrete example? YouÃ¢â ¬â„¢re in luck. My friend Max Bretos, a SportsCenter anchor at ESPN and one of the nicest humans IÃ¢â ¬â„¢ve ever known, used the phrase Ã¢â ¬Å“chink in his armorÃ¢â ¬Â• to describe a bad game by former New York Knicks point guard Jeremy Lin. BretosÃ¢â ¬â„¢s

comment came as LinÃ¢â ¬â„¢s incredible surge of popularityÃ¢â ¬â •known as Ã¢â ¬Å“LinsanityÃ¢â ¬Â•Ã¢â ¬â •briefly dominated the New York sports scene in 2012. Claiming Racism Man leaped into the manufactured controversy, and when it was over, Bretos was handed a thirty-day suspension. Such is the power of Claiming Racism Man that nobody cared about the origins of the phrase, which dates back to the fifteenth century and has absolutely no connection to the Asian racial slur. Let me repeat: it is an innocuous phrase, no more demeaning to Asians than saying Ã¢â ¬Å“ThatÃ¢â ¬â„¢s his Achilles heelÃ¢â ¬Â• is demeaning to everyone of Greek descent. And such is the powerÃ¢â ¬â •excuse me, superpowerÃ¢â ¬â •of Claiming Racism Man that it didnÃ¢â ¬â„¢t seem to matter that Bretos is married to an Asian woman. His children are Asian, and somehow heÃ¢â ¬â„¢s not only a racist but a racist against Asians? Go, CRM, go. When the issue is literally black and white, African Americans often feel that Caucasians donÃ¢â ¬â„¢t understand the black experience. That may be true, and in many cases it is undeniably true, but how can anyone learn anything without discussing it? RacismÃ¢â ¬â •the word, not the act itselfÃ¢â ¬â •is now a weapon used viciously and cavalierly without discretion or proof. ItÃ¢â ¬â„¢s sure to get clicks on blogs and create debates on cable sports and news shows, but it has also become tired and overused. It has one purposeÃ¢â ¬â •Gotcha!Ã¢â ¬â •and it has reached the point where I become cynical before I even know the details of the story behind the claim. In the end, Claiming Racism Man uses his power to simplify a complex topic, turning it into a seventh-grade name-calling contest rather than an attempt at civic improvement. Instead of discussing policies that are institutionally racist and have generational consequences for minoritiesÃ¢â ¬â •housing discrimination, for instance, or economic redliningÃ¢â ¬â •we yell and point and get all worked up over isolated sentences that have no real impact beyond defaming a single and often powerless person. I should probably wrap this up now, because I think I can hear the footsteps of Claiming Racism Man as he closes in on me. It sounds dangerous, I know, but IÃ¢â ¬â„¢d love to sit down with him and examine my opinionsÃ¢â ¬â •the ones he derides so angrily. But, alas, we know how this game works. IÃ¢â ¬â„¢m not black enough. IÃ¢â ¬â„¢m not smart enough. Claiming Racism ManÃ¢â ¬â„¢s power is exceeded only by one other quality: his ability to annoy. ItÃ¢â ¬â„¢s one of the reasons Spider-Man no longer calls him a friend.

If you like the "herd" you'll love the book. Couldn't put it down. Sharp , quick witted , consummate story teller. Colin lays it up and out there for us sports fans. From the perspective of a "tele-jock" colin touches all the same bases he does on his daily show. From andy dalton to lebron. He's one of us. Maybe some will take the time to hear what colin preaches when he talks about what a great

time we live in.He’s right if iPhones were around in the sixties many of us would have had big problems. So don’t be so judgmental on the younger generation that does have to deal with this.Great job colin

If you like Colin, you’ll really appreciate this book.If you don’t like Colin, you’ll read it anyway because you want to know how he’s going to piss you off this time.That’s what Colin knows, and that’s why he’s one of the best in the business. "Either be great or be awful." As a culture we either love with a passion or hate with a passion, and we forget everything and everyone in between. For many people, Colin is both of those things.His fact-based, no-nonsense, well debated and fatherly outlook on life and sports cut through the distractions and fluff to get right to the heart of many of the issues we face today.1 Star for spelling his name right.1 Star for being able to form sentences and paragraphs.1 Star for entertaining me.1 Star for being smart, enlightening and funny.1 Star for putting himself out there and confronting some issues.-1 Star for not being a Pultizer. I mean, it’s good, but let’s not go too crazy with the "Stars" every time something is "good".-1/2 Star for calling out Aaron Rodgers.+1/2 Star for calling the Packers "consistently (excellent)", and Aaron kind of deserved the jabs, anyway.

Liked:-Collins points of view were right on point. The way he views the world is refreshing because it is unbiased by the majority view.-this book is a very quick read because you get lost in the chapters. Each chapter is a different topic that doesn’t build the last so you just get lost reading it.Dislikes:-this book is purely Colin’s opinion on things with no direction or purpose- I got the feeling he just collected small essays on topics that came to him over the years as he did radio-the ending of the book got very slopping with sentence structuring to the point you couldn’t understand some sentences- it wasn’t what I thought it would be, there was no dirt dishes on ESPN like he said there would be. It wasn’t much of a tell all like advertisedFinal say: I enjoyed reading this book but if I knew this is what it would be I wouldn’t have payed $10 for it

I read Cowherd’s last book in a single day so I couldn’t wait for Cowherd’s new book.Just an easy, fun, and thought-provoking read. I love Cowherd’s radio show although I don’t always get to listen to it. He’s by far the best national sports talk radio and this book his a collection of essays a few pages long.It keeps you attention and makes you want to read another. This is perfect for a plane ride or just want something fun to read.

Absolutely wonderful book for the sports fan and those of us who also feel that things can be learned from participation. Colin also discusses ideas which make a person think about sports in a new way. I especially liked his take on the college scholarship and paying players to participate. He is absolutely right about the benefits received by a scholarship. He really takes things that I have thought about and says them in a way I wish I had. I have repeatedly marked this book for statements and quotes that I want to refer back to. I have shared this book with several people and all of them have responded telling me how wonderful it is. I also purchased his earlier book-You Herd Me!" after reading Raw and think that they are both must reads for anyone who likes sports and social thinking. These books are great!!!!

Whether you like his radio show or not (I love it and am an avid listener) this book will make you laugh, cry, and think all at once.I can't say that about more than a handful of books I have ever read in my life.Colin provides unflinching insight into not just sports but Love, Relationships, Money, the state of our society today, and what qualities make champions in every aspect of life. Love him or hate him, try to not be moved or inspired by this work and I will personally refund your money.

The book is good because the author is simply the best at what he does: Communicate.

If you're a Cowherd fan, you'll love this book.

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