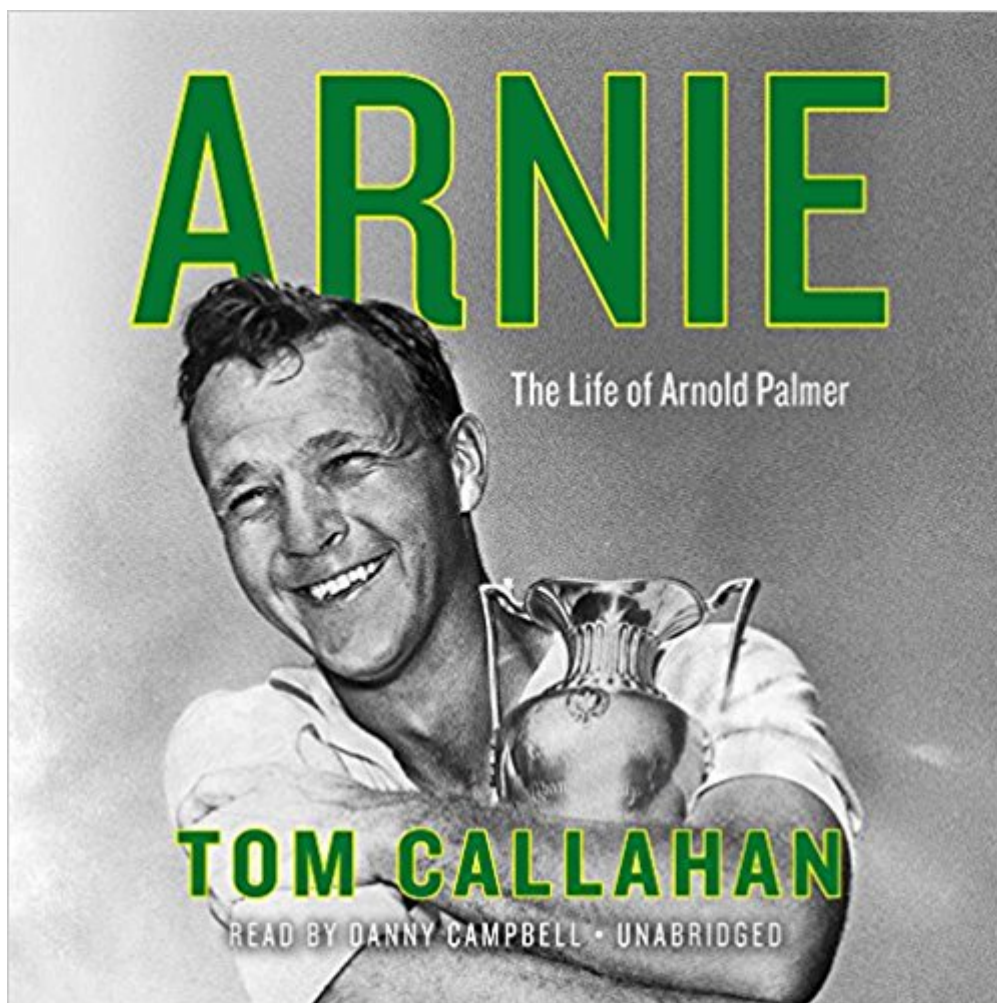


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# Arnie: The Life Of Arnold Palmer



## Synopsis

[Read by Danny Campbell] In this definitive biography, veteran sportswriter Tom Callahan shines a spotlight on one of the greatest golfers ever to play the game, Arnold Palmer. The winner of more than ninety championships, including four Masters Tournaments, Arnold Palmer was a legend in twentieth century sports: a supremely gifted competitor beloved for his powerful hitting, his nerve on the greens, and his great rapport with fans. Perhaps above all others, Palmer was the reason golf's popularity exploded, as the King of the Links helped define golf's golden age along with Jack Nicklaus and Gary Player. In addition to his talent on the golf course, Palmer was a brilliant entrepreneur off it, and one of the first sportsmen to create his own successful marketing brand. Forging an alliance with sports agent Mark McCormick, Palmer parlayed his popularity into lucrative deals, and helped pave the way for the multi-million-dollar contracts that have become standard for stars across all sports. But beyond his business acumen, Palmer was always a larger-than-life character, and Arnie recounts a host of unforgettable anecdotes from a long life in the spotlight. Tom Callahan knew Palmer well for many years, and now pays tribute to this golfing icon. Filled with great stories from the key people in Palmer's life, Arnie is an entertaining and illuminating portrait of a remarkable man and his extraordinary legacy.

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## Customer Reviews

"Before I played in a Masters or U.S. Open, I played golf with Tom Callahan in Pretoria. So we go back a ways. In my first American major, I was paired with Arnold Palmer. Now Tom and Arnold are

paired forever.” (Ernie Els)”Tom knows the game of golf as well as anyone in the business. A lot of years, not just a lot of nights, went into this.” (Jack Nicklaus)”Tom has been a good friend and a respected journalist in golf for a very long time... [He] has a special way of getting to the heart of the story.” (Gary Player)”Under Tom Callahan’s spell, words soar, spin and do the samba on the head of a matchstick. There s nobody better.” (Rick Reilly, ESPN)”Tom Callahan writing about anything is like Julia Child saying, ‘If you don’t have any plans, stick around and I’ll make you dinner.’” (Tony Kornheiser, Pardon The Interruption)”I’ve never knowingly blurbed anyone s book, and I’m not likely to do so for someone who calls me ‘Al.’” (Alistair Cooke, who left Callahan an all-purpose blurb in case he ever needed it)”...A joyful, definitive biography... Callahan shows obvious affection for Palmer, [and] successfully argues that Palmer’s seemingly charmed life included great difficulty even as he revolutionized golf.” (Publishers Weekly)”Callahan’s lively and brisk writing style makes for an eminently readable book jam-packed with anecdotes and stories golfers will love.” (Kirkus Reviews)”A 2017 biography so rich in anecdotes it begs to be savored like a box of chocolates.” --(New York Times)”...a comprehensive and engaging look at a man who was one of America’s biggest sports personalities.” --(Forbes)”Consider this laudatory biography to be the screenplay for the movie.” --(Library Journal)

In this definitive biography, the veteran sportswriter Tom Callahan shines a spotlight on one of the greatest golfers ever to play the game, Arnold Palmer.Â The winner of more than 90 championships, including four Masters Tournaments, Arnold Palmer was a legend in 20th-century sports: a supremely gifted competitor beloved for his powerful hitting, his nerve on the greens, and his great rapport with fans. Perhaps above all others, Palmer was the reason golfâ™s popularity exploded; as the king of the links, he helped define the sportâ™s golden age, along with Jack Nicklaus and Gary Player.Â In addition to his talent on the course, Palmer was a brilliant entrepreneur off it, and one of the first athletes to create his own successful marketing brand. Forging an alliance with sports agent Mark McCormack, Palmer parlayed his popularity into lucrative deals and helped pave the way for the multimillion-dollar contracts that have become standard for stars across all sports. But beyond his business acumen, Palmer was always a larger-than-life character, and Arnie recounts a host of unforgettable anecdotes from a long life in the spotlight. Tom Callahan knew Palmer well for many years and now pays tribute to this golfing icon. Filled with great stories from the key people in Palmerâ™s life, Arnie is an entertaining and illuminating portrait of a remarkable man and his extraordinary legacy. --This text refers to the Hardcover edition.

What an amazing read. I started golfing several years ago, and as such I am just now learning about the men who shaped the game. Arnold Palmer was the epitome of everything I love about golf. A gentleman from humble beginnings who rose to the top pedestal and still maintained that humility. Tom Callahan does a masterful job telling his story, and I learned more about the other players around Arnold much better than I expected. This is an effortless read that any golfer should enjoy.

Author walks through Palmer's life and friends enumerating hundreds of anecdotes depicting Arnold's class and graciousness, his skills and accomplishments, and his universally acknowledged advancement of the game of golf. Hugely entertaining read about a contemporary larger than life figure. Loved it.

A life well played is perfectly captured in Tom Callahan's ARNIE. Terrific first account anecdotes shed further insight to this golf legend's career and life making for a very enjoyable read.

Just a great read by a guy who really knew him--contains info/insights I've never heard before and I've read every AP book.

I'm a big fan of Tom Callahan and I thought "Johnny U" was a masterpiece. This is a worthy successor. A joy to read. Cannot wait to surprise my sports minded friends with this book.

I love any book about Arnold Palmer. I wish I could have met him. He was a good man.

Great read

Great

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