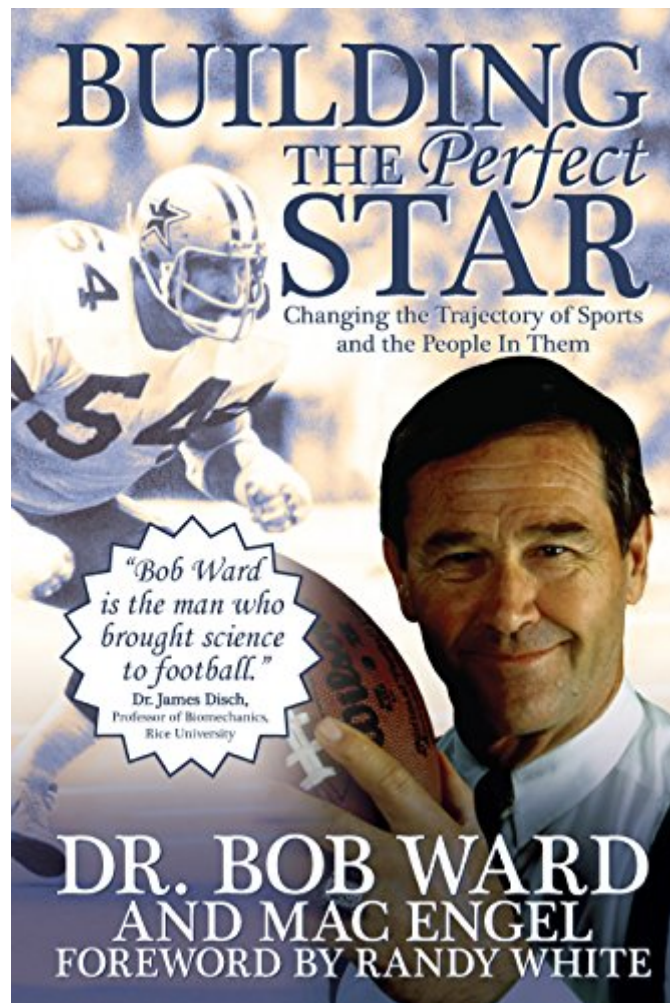




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Building The Perfect Star: Changing The Trajectory Of Sports And The People In Them



Synopsis

Today, it is inconceivable for a professional or even small college sports team to go without a coach designated to enhancing conditioning, strength training, and overall performance. But someone had to be first. In 1976, the Dallas Cowboys and Pro Football Hall of Fame head coach Tom Landry hired Dr. Bob Ward and told him to go to work. Part of the aura of the Dallas Cowboys was to be ahead of the curve, which made hiring Ward a natural step forward. No one could have predicted that Ward would become the key figure in revolutionizing how athletes prepare and train for generations to come. Ward believed in analytics long before Moneyball made them synonymous with sports. He saw the value in computers and technology in sports before the two became linked. Ward believes real strength is total, "Every component is involved in human performance. Strength alone is not enough."

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Customer Reviews

Bob Ward, a conditioning Phd genius and former MARINE tickles my long time belief in unique training methods with empirical results. Amazing that Ward was so ahead of his time as I have been around World Class Athletes for many decades and Bob Ward is the bulls eye with respect to

training. This book is another great testimony why we need TEAMS of experts.....because Quarterbacks and Head Coaches are only part of the Team! This was a fun and enjoyable read if you like athletics and the mental and physical sciences of such.

I am not a football fan and I enjoyed this book. This book is a wonderful insight into the sport and what it should take to be a healthy and naturally developed star.

My father is a humble man, so I enjoyed reading a book about his accomplishments and contributions to the NFL and sports in general because he never talked about it at home. When he was inducted in the NFL Hall of Fame for Sports and Conditioning, I had to hear about it from my mother. He just never talked about himself. I was not ignorant of everything in the book, but had no idea my father was such a pioneer in his field. When reading the book, it made me think about the movie "Moneyball." This book is a moneyball-type story. Tom Landry had vision, and he gave my father room to be a visionary as well. Creative and innovative people need an environment in which to explore. I always admired Tom Landry, but after reading this book, I appreciate the man and persona even more. Good leaders are hard to find because too many want all the accolades and recognition, but not Tom Landry. This is why the Cowboys were so good under his leadership. He fostered leadership and ingenuity in others; this is what good leaders do. I will be eternally thankful that God brought my dad to work under his leadership where my father was given the chance to utilize the skills and talents God gave him.

Building the Perfect Star offers an intriguing examination of the enduring effects Dr. Bob Ward's analytical research and innovative strength and conditioning practices had not only on the Dallas Cowboy players with whom he worked in the late 1970s and through the 80s, but also on the NFL and other sports as well. While this narrative initially recounts the inspiring story of how an outlier became the NFL's first full-time conditioning coach, it develops into a fascinating account of an era in sports history that produced dramatic changes in the way athletes train, condition, and practice. The significance of these developments and the key role Bob Ward played in their initiation is underscored by the testimonies of a myriad of Cowboy greats, such as Randy White, Mike Ditka, Cliff Harris, Charlie Waters, Roger Staubach, Dan Reeves, Danny White, and Bob Breunig, who deem Ward to be one of the unsung heroes of America's Team.

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