



Playing for Keeps: Michael Jordan and the World He Made

David Halberstam

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A revealing portrait of a once-in-a-generation athlete and global icon

One of sport's biggest superstars, Michael Jordan is more than an internationally renowned athlete. As illuminated through David Halberstam's trademark balance of impeccable research and fascinating storytelling, Jordan symbolizes the apex of the National Basketball Association's coming of age. Long before multimillion-dollar signings and lucrative endorsements, NBA players worked in relative obscurity, with most games woefully unattended and rarely broadcast on television. Then came Larry Bird and Magic Johnson, Jordan's two great predecessors, and the game's status changed. The new era capitalized on Jordan's talent, will power, and unrivaled competitiveness. In *Playing for Keeps*, Halberstam is at his investigative best, delving into Jordan's expansive world of teammates and coaches. The result is a gripping story of the athlete and media powerhouse who changed a game forever.

This ebook features an extended biography of David Halberstam.

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