

**Izenberg, Jerry. *Rozelle: a biography*. Nebraska, 2014. 305p index afp ISBN 9780803255746, \$29.95.**

Pete Rozelle was one of eight men to serve as commissioner of the National Football League, and he was the longest serving of the eight. He took the NFL from a “cottage industry” living on the financial (and interest) edge to the cultural and media behemoth it is today. During his 30-year reign, he brought to the league fixtures now taken for granted—the Super Bowl, which will turn 50 (L in NFLese) next year, and *Monday Night Football*. Today, the NFL and its current commissioner, Roger Goodell, wrestle with concussions on the field and domestic abuse scandals off it; Rozelle dealt with contentious labor issues (players and their quest for free agency), gambling, antitrust matters, including league mergers and broadcasting, and recalcitrant owners. He also recast the league’s business model. In *Rozelle*, respected sports journalist Jerry Izenberg takes readers behind the scenes and into the minds of the commissioner and his contemporaries. The book, which relies almost exclusively on personal interviews, is heavy on insider perspectives, knowledge, and anecdotes and light on analysis, economic or otherwise. A thoroughly engaging volume for ardent sports junkies, but for scholars and policy makers, not so much. Summing Up: Recommended. General readers; professionals.