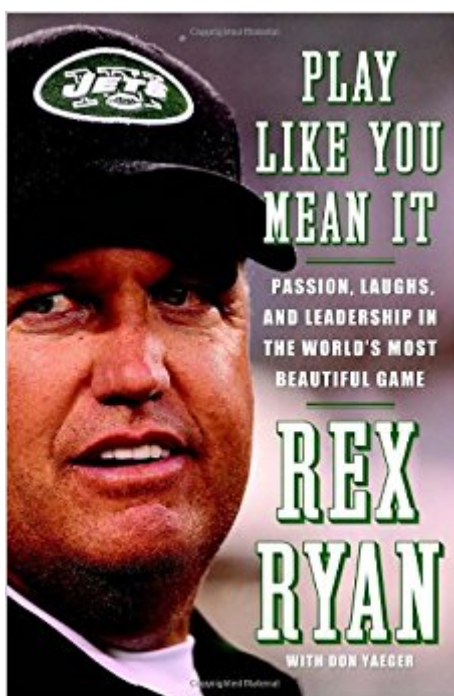


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Play Like You Mean It: Passion, Laughs, And Leadership In The World's Most Beautiful Game



Synopsis

No football fan will want to be without the book that delivers pure, unfiltered Rex Ryan—head coach of the New York Jets and one of the most popular, outspoken, well-liked, and widely respected personalities in the National Football League. Rex Ryan is known for his exuberance . . . and *Play Like You Mean It* explores every aspect of Ryan's amazing passion for the game of football, plus the lessons he has learned in leadership and motivation during his years in and around the game. In his own words, Ryan takes readers behind the scenes of the NFL as he shares colorful football stories from his experiences with the Jets and the Ravens as well as his years recruiting players, coaching college football, and growing up as a child of legendary NFL coach Buddy Ryan. Rex's unique brand of enthusiasm and motivation comes through on every page. Most of all, fans will get insider access to Ryan's headline-grabbing, brutally honest, and undeniably entertaining views on the NFL . . . and the very human side of the larger-than-life athletes who devote their lives to the game of football. From Ryan's acceptance of the Jets head coaching job to his success in turning around a team that has long been number two in New York, from his drafting and believing in Mark Sanchez to kicking off the 2010 season with massive expectations (and a target on his back)—this book goes deep, and entertains on every level.

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Customer Reviews

“Rex Ryan has extended his general approach—open, blunt, direct . . . from the spoken word to the written one.” —*The New York*

Times" "Typical Rex: no-holds-barred and thoroughly entertaining." • WFAN/CBS Radio

REX RYAN is head coach of the National Football League's New York Jets. He is the son of former Philadelphia Eagles and Arizona Cardinals head coach Buddy Ryan and the twin brother of Rob Ryan, defensive coordinator for the Cleveland Browns. Don Yaeger is a former associate editor for Sports Illustrated. He is the bestselling author of seventeen books, including *Never Die Easy: The Auto biography of Walter Payton*.

Being a football fan, and given the almost superstar notoriety - for better or worse - of Rex Ryan as he will start his third year as the head coach of the New York Jets, I thought I should give this book a shot and I am so glad I did it. Don't expect an autobiography based on personal life, recent "scandals" (involving home made foot-fetish video by his wife) and other issues, except for two short passages on family and dyslexia. All of the themes revolve around football, more football and his passion for the game and the team currently under his command. Through the good and the bad, the easy and the difficult, a win and a loss, the book reveals the backstage of important moments (including recent 2010 season highlights, such as the ugly Monday Night defeat in New England and the table-turning performance of the playoffs against the same team at the same stadium months later) and what's inside the mind of today's most outspoken and cockiest head coach in sports. When planning and developing the season or each key game in individual, Rex offers every detail going through his mind, from options to decision. He takes every victory or defeat on a personal level and shows it. Other highlights include the Hard Knocks season and his thoughts on Bill Belichick, Peyton Manning and other peers on the field. The book is entertaining and of easy read. Specially great if you are a football fan - not necessarily a Jets fan.

Can't go wrong here , great product and arrived timely !

Rex Ryan is a guy who tells it like it is and will not hold back his opinion. His writing is like his interviews and coaching style, he will state his opinion and will back it up with enthusiasm. Reading this book, one gets a feel for the passion he has in his job and the game he loves. I wonder how much pressure he places on himself to succeed as he wants to always win and win well, especially if it involves beating New England. After their lacklustre season last year, one can bet that Ryan is preparing himself to win the Bowl this year and reading the book one would believe that he

can. Good read about an interesting and passionate individual.

God knows I love Rex and the Jets but I think this book was premature. Rex should have written this book if and when he wins the Superbowl. It is written like a typical jock. Not much depth. Pretty predictable. Nothing really exciting. As a real Jet fan I already know just about everything he put in the book. I'll read anything about the Jets though and I hope this lockout ends soon and we can get to the season on time. Go Jets!

First let me say I'm a Jets fan, have followed them for 30 years and I have never had a more exciting time as a fan since Rex and Sanchez came in. For anyone who saw Hard Knocks last season Rex, for good or bad, is just a very honest person, he doesn't hold back anything and this book was no different. I learned a lot about Rex and the Ryan family and Rex's football background. Outside of his history as a defense coach in Baltimore and Arizona I really didn't know much of his story. I think this book would be a good read for a fan of any team and there are some management lessons in the book that could be applied to the business world as well. Generally I hate sports books or autobiographic type books, they usually don't have much substance and are self-serving, this book is not like that. Rex tells you the good the bad and the ugly on and off the field. Reading the book I could just imagine Rex's voice telling the story, it's definitely written in the manner that Rex speaks. For fun I read a few chapters with the Kindle text to speech command on...the Kindle just can't drop the f-bomb like Rex can!! I enjoyed the book because it's very current, Rex talks about the end of the last playoff season in Pittsburgh. I hope Rex plans to write a few more because this kind of ended as a 'to be continued' type book...can't wait for more!

Great book by a great coach. This is the year if they play. Play like you mean it gives an insightful look into the coaching style of Rex Ryan as well as interesting stories from his coaching career, mostly with the JETS. Most guys write a book at the end of their career. This guy is so interesting and has done so many good things he is writing one after two years as JETS coach.

This is one of the greatest football books ever written. Endorsed highly by Brandon Baumbach. He loves Rex Ryan and wants to have his babies.

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