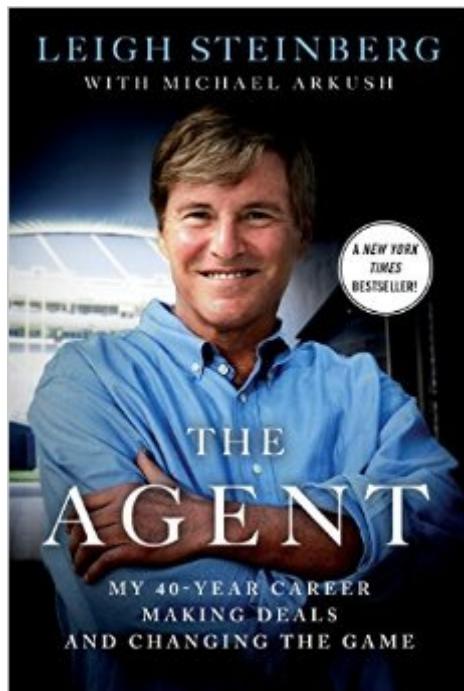


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# The Agent: My 40-Year Career Making Deals And Changing The Game



## Synopsis

A New York Times bestseller! The real-life "Jerry Maguire," superagent Leigh Steinberg shares his personal stories on the rise, fall, and redemption of his game-changing career in the high-stakes world of professional sports. Leigh Steinberg is renowned as one of the greatest sports agents in history, representing such All-Pro clients as Troy Aikman, Bruce Smith, and Ben Roethlisberger. Over one particular seven-year stretch, Steinberg represented the top NFL Draft pick an unheard of six times. Director Cameron Crowe credits Steinberg as a primary inspiration for the titular character in *Jerry Maguire*, even hiring Steinberg as a consultant on the film. Lightyears ahead of his contemporaries, he expanded his players' reach into entertainment. Already the bestselling author of a business book on negotiation, the original superagent is now taking readers behind the closed doors of professional sports, recounting priceless stories, like how he negotiated a \$26.5 million package for Steve Youngâ •the biggest ever at the timeâ •and how he passed on the chance to represent Peyton Manning. Beginning with his early days as a student leader at Berkeley, Steinberg details his illustrious rise into pro sports fame, his decades of industry dominance, and how he overcame a series of high-profile struggles to regain his sobriety and launch his comeback. This riveting story takes readers inside the inner circle of top-notch agents and players through the visionary career of Leigh Steinberg, the pre-eminent superagent of our time.

## Book Information

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## Customer Reviews

Leigh Steinberg's memoir and second book, "The Agent," details his rise to the pinnacle of the sports agent profession. We read about his life growing up in Los Angeles as the grandson of a well

known Hollywood insider who ran Hillcrest Country Club. Leigh starts his memoir in Los Angeles, chronicling his life as a youngster, to his becoming student body president of Berkeley during a revolutionary era in the late 1960's. In this revealing memoir, Leigh recounts stories burned in his mind that give a glimpse into the dizzying life he has led. At times, it feels a bit like "Forrest Gump," in the sense that Leigh consistently finds himself in the middle of Americana over the course of his life. The odds of a human being born are akin to winning the lottery. The odds may not be ever in our favor of being born at all. The odds of being the dorm counselor to a future #1 NFL draft pick? Slim. The odds that player will choose you, an amateurish law student with no NFL negotiating experience, to represent them? Astronomical. Yet it happened. Leigh's first client was Cal quarterback Steve Bartkowski, the #1 pick in the 1975 NFL Draft by the Atlanta Falcons. You read that right. Leigh happened to fall into sports representation because he was Bartkowski's RA. At the time, this seemed to be a fluke of epic proportions. We come to learn Leigh had ambitions of being a public defender or a politician. Not a sports agent. It is truly remarkable to read Leigh's anecdotes about the sports representation field at that time and to see how much has changed in 40 years. There wasn't much of an NFL agent "industry" in 1975. Jameis Winston certainly will not be choosing his dorm counselor to be his agent next year.

This is a solid book. Leigh Steinberg revolutionized the sports agency business. From the mid 70s with his first client UCal QB Steve Bartkowski who was only slightly younger than Steinberg to the 2000s, Leigh Steinberg was the Go To Guy. Agent who controlled the QB position. This book is very interesting in providing the backstory to his rise to fame, his philosophy on running the agency, his many relationships with athletes and specific stories of player negotiations. He eventually transcended player representation bridging into multimedia and ownership. But this book is at its best just recounting how he got in the business, how he grew it and how he negotiated it. I had some dealings with his agency. As a CPA I interviewed to handle the finances for Walter Lewis, an AL QB who signed a million dollar contract with the USFL in 1983. We were selected by Steinberg's partner, Mike Sullivan. I specifically remember a year later when Mike called announcing he was leaving. That period is covered well in this book and needless to say, Steinberg felt mistreated by his former partner. Mike was a real pro I enjoyed meeting but I had no involvement with Leigh. If you are interested in pro football and the agency business, grab this book and read it! But there is another part of Leigh's story and there have been newspaper articles that go into further detail of his alcoholism which broke Steinberg completely and ruined his reputation with many clients. But as you would expect of a marketing person, that is somewhat glossed over. Yes, it's covered. But

relatively quickly and always with an angle to make him the hero. That's my only complaint with this book. Steinberg is a shell of his former self in the agency business but you would never know it from reading this.

As a sports fan, I thought this would be an interesting look at the behind the scenes negotiations. Not true. This book is choppy, bouncing around a lot and the first several chapters were all about Leigh and what he did in college. 20% into the book we start getting to the sport agent aspect. Now it gets good right? Now we find out who are the difficult athletes, who is gracious, which owners are smart. Just find out how the deals get done! That's what I wanted to read. There are no details or stories that we didn't already hear about on tv. Leigh uses several pages to repeat the same message - that he represented men who would give back to the community and be role models. I got it the first time you mentioned it Leigh. I'd like to point out that towards the end of the book - you don't read these same words when he talks about Ricky Waters and Ben Roethlisberger! He never mentioned the lack of role model in the clients he picked! Lastly, I really learned that Leigh thinks highly of himself and all of his accomplishments, which really made me not like him. Every page just became more annoying. Example 1 - Did you know that Leigh had a conversation with Jerry Jones about getting better marketing deals from network tv? It was all Leigh's idea (sarcasm). Did you know that Leigh instructed Cuba Gooding Jr how to act the part and predicted that if he pulled it off he would win an Oscar?? Did you know that Leigh showed Cuba how to throw a football authentically? Did you know that Leigh was already working to bring concussions to the forefront of America as early as 1989? Yep. It's in the book so it must be true. He even spent pages telling us about Kerri Strug during the olympics and hurting her ankle - like all of America didn't see it live on tv!!!! What is your point?

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