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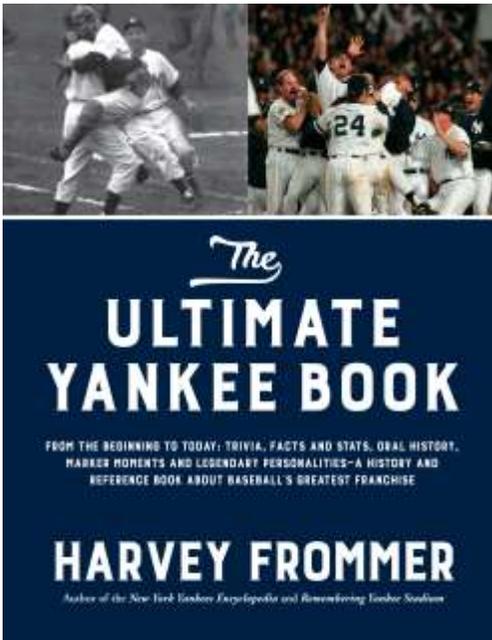
~PR Consultants for Publishers & Authors~

THE SPECTACLE. THE HISTORY. THE LORE. THE LEGACY.

“THE ULTIMATE YANKEE BOOK”

BY HARVEY FROMMER

PAGE STREET PUBLISHING / OCTOBER 24, 2017



The New York Yankees have captivated and thrilled their fans and the world of baseball for generations. They have re-written the record books. Forty-four players and 11 managers are in the Hall of Fame. They have claimed forty pennants. Twenty-seven world championships. Featured dozens of players with unparalleled major league legacies like Ruth, Gehrig, DiMaggio, Mantle, and Jeter. For these Bronx Bombers “heritage”, “mystique”, “ritual”, “magic”, “aura”, and “tradition” aren’t just public relations constructs but critical pieces of their narrative. Where “greatest” and “most” and “ultimate” are operative words, not wishful thinking.

For the franchise that has offered so many unequalled performances and generated such an incomparable share of the game’s history, Dr. Harvey Frommer presents the seminal book that echoes these superlative accomplishments and celebrates all things Yankees, “**THE ULTIMATE YANKEE BOOK: From the Beginning to Today: Trivia, Facts and Stats, Oral History, Marker Moments and Legendary Personalities—A History and Reference Book about Baseball’s Greatest Franchise**” (Page Street Publishing, October 24, 2017).

From its baseball gods to its public relations men; its dynasty builders to its clubhouse attendants, Frommer highlights the great men who have created the framework of the gloried team, but also goes in-depth on all of the great stories and trivia, games and statistics, high points and low ones. **THE ULTIMATE YANKEE BOOK** also features an incredible collection of classic photographs from Yankee history, and includes other unique images like vintage programs, scorecards, tickets, baseball cards, advertisements, snapshots, and more. There are so many fascinating pieces of artwork that it is like a New York Yankee museum on the printed page.

THE ULTIMATE YANKEE BOOK also covers:

- All of the owners from the Tammany Hall entrepreneurs to the Steinbrenners
- The playing Fields from Hilltop Park to today
- Yankee legends, leaders and luminaries

- The epic moments, streaks and feats, like Ruth’s “called shot” in 1932; Mantle’s tape-measure homer in 1953; and Boone’s clutch home run in the 2003 ALCS
- All of the classic Yankee nicknames from “The Junkman” to “The Iron Horse”; “Marse Joe” to the “Chairman of the Board”
- And all of the lesser-known Yankee nicknames like “Almighty Tired Man”, “Banty Rooster”, “Biscuit Pants” and the “Carnesville Plowboy”
- All of the greatest Yogi-isms and Stengel-isms
- The greatest Yankee teams and the worst ones
- Joe McCarthy’s ten commandments for success in major league baseball
- Herb Pennock’s ten commandments for pitchers’ success in major league baseball
- George Steinbrenner’s seven commandments for handling Billy Martin
- The Yankees by the numbers—from 0 to \$3.4 Billion
- A year-by-year chronology of all things Yankees
- All of the most interesting stats, records and details

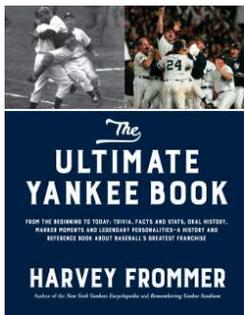
Brilliant in design and composition, **THE ULTIMATE YANKEE BOOK** in its entirety can only be overshadowed by one of its sections: the “Ultimate Yankee Quiz”, which could be one of the most fiendish and beguiling tests for any Yankee fan or baseball history aficionado.

Dr. Frommer’s prose is clean and compelling and has put together one of the great oral histories in sports publishing. The book is filled classic quotes and memories from the voices of Grantland Rice, Roger Kahn, John Cheever, Ernest Hemingway, Thomas Wolfe, James Thurber, Rudy Giuliani, Mario Cuomo among many others, along with all of the details and inside stories of so many Yankee greats like Mel Allen, Billy Martin, Lefty Gomez, Roger Maris, Bob Sheppard, Thurman Munson, Don Mattingly, Mariano Rivera, Tony Lazzeri, and Reggie Jackson to name just a few.

For a team built on superlatives, **THE ULTIMATE YANKEE BOOK** is a most fitting tribute.

About the Author

One of the most prolific and respected sports journalists and oral historians in the United States, author of the autobiographies of legends Nolan Ryan, Tony Dorsett and Red Holzman, **Dr. Harvey Frommer** is an expert on the New York Yankees. He wrote for *Yankees Magazine* for 18 years and has arguably written more books, articles and reviews on the New York Yankees than anyone. A professor at Dartmouth College, Frommer was dubbed “Dartmouth’s Mr. Baseball” by their alumni magazine. He lives in Lyme, New Hampshire, with his wife Myrna Katz Frommer.



THE ULTIMATE YANKEE BOOK:

From the Beginning to Today: Trivia, Facts and Stats, Oral History, Marker Moments and Legendary Personalities—

A History and Reference Book about Baseball’s Greatest Franchise

Harvey Frommer

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