



Green Bay Packers: Trials, Triumphs, and Tradition

William Povletich

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On the field, legends like Don Hutson, Ray Nitschke, and Brett Favre made the Green Bay Packers into a professional football powerhouse. But the history of the NFL's only small-town franchise is as much a story of business creativity as gridiron supremacy. Behind every Packer who became a legend on the field, there was an Andrew Turnbull, Dominic Olejniczak, or Bob Harlan, leaders whose dedication and creativity in preserving the franchise were unwavering.

Green Bay Packers: Trials, Triumphs, and Traditions tells the improbable story of professional football's most iconic team, and along the way gives a unique window into the rise of modern professional sports. As the NFL has evolved into a financial juggernaut, the Green Bay Packers, with more than 112,158 stockholders, stand alone as the only professional sports franchise owned by fans, thus providing the only public record of how a sports team is run.

Featuring more than 300 photographs, some never before seen, *Green Bay Packers* illustrates how the most creative team in sports is also one of the most successful, with names like Lambeau, Canadeo, Lombardi, Hornung, Holmgren, and White leading the way to a league-best thirteen NFL titles and twenty-one Hall of Fame inductees. This comprehensive, up-to-date history of the Packers includes the 2011 season.



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