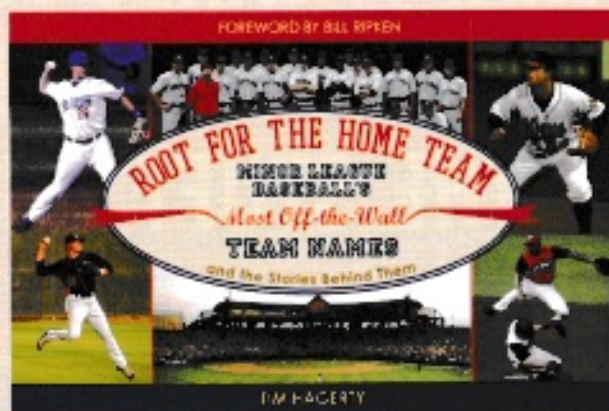
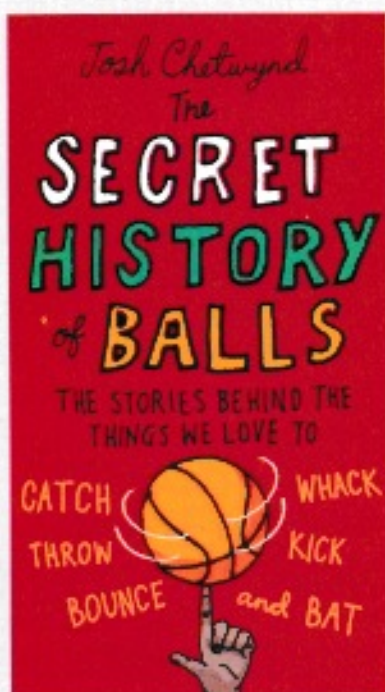


## WHAT'S IN A NAME?

From the Binghamton Binghamites to the Yazoo City Zoos, *Root for the Home Team: Minor League Baseball's Most Off-the-Wall Team Names and the Stories Behind Them* (Cider Mill) focuses on the history behind unique team names and provides a brief background on those clubs' accomplishments. Team names are organized by state, allowing New York sports fans to quickly flip to details on the Binghamites, Auburn Prisoners, Poughkeepsie Honey Bugs and Yonkers Hoop Owls.



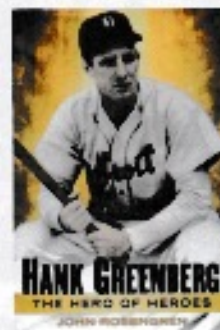
## CENTER OF IT ALL



Round or oblong, small or large, fuzzy or smooth — balls are the center of the sports world. But even the most fervent sports fan probably doesn't pause to think about the history of the most integral part of many sports. Josh Chenwynd's *The Secret History of Balls: The Stories Behind the Things We Love to Catch, Whack, Throw, Kick, Bounce and Bat* (Perigee) explains the lore, history and tales of 60 different balls, baseball included.

## BRONX-BRED TIGER

Yankees scout Paul Krichell tried his best to get Bronx phenom Hank Greenberg to sign with the Bombers, but Greenberg took one look at Lou Gehrig and figured first base would be occupied for a long time. Instead, Greenberg signed with Detroit, where he became a Hall of Famer and a role model for millions of young Jewish boys. The legendary first baseman's inspiring story is recounted in John Rosengren's *Hank Greenberg: The Hero of Heroes* (New American Library).



## SCIENCE OF SUCCESS

Everyone's heard it: It's not winning or losing; it's how you play the game. But could how you played the game be a result of something much deeper? Po Bronson and Ashley Merryman set out to identify and analyze the factors that impact triumph and failure in *Top Dog: The Science of Winning and Losing* (Twelve). Integrating knowledge from a variety of disciplines, including sports, neuroscience, psychology and economics, *Top Dog* sets out to explain why you went home with the "W" or the "L."

### Top Dog

The Science of Winning and Losing



Po Bronson & Ashley Merryman

## BREAKING BARRIERS

More than a decade before Jackie Robinson broke MLB's color barrier, an integrated baseball team in North Dakota led by Satchel Paige took on the nation. *Color Blind: The Forgotten Team that Broke Baseball's Color Line* (Atlantic Monthly Press) tells the story of Neil Churchill, a car dealer from Bismarck, and his quest in 1935 to build the best team money could buy, race not withstanding.

