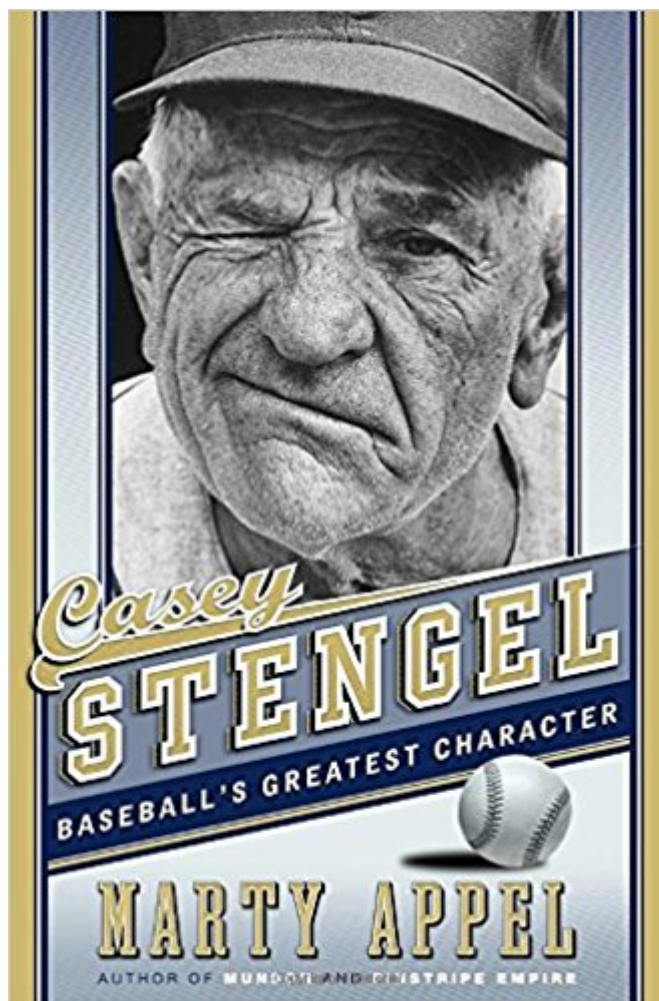


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Casey Stengel: Baseball's Greatest Character



Synopsis

The definitive biography of one of baseball's most enduring and influential characters, from New York Times's best-selling author and baseball writer Marty Appel. As a player, Charles Dillon "Casey" Stengel's contemporaries included Babe Ruth, Honus Wagner, and Christy Mathewson . . . and he was the only person in history to wear the uniforms of all four New York teams: the Dodgers, Giants, Yankees, and Mets. As a legendary manager, he formed indelible, complicated relationships with Yogi Berra, Joe DiMaggio, Mickey Mantle, and Billy Martin. For more than five glorious decades, Stengel was the undisputed, quirky, hilarious, and beloved face of baseball--and along the way he revolutionized the role of manager while winning a spectacular ten pennants and seven World Series Championships. But for a man who spent so much of his life in the limelight--an astounding fifty-five years in professional baseball--Stengel remains an enigma. Acclaimed New York Yankees' historian and best-selling author Marty Appel digs into Casey Stengel's quirks and foibles, unearthing a tremendous trove of baseball stories, perspective, and history. Weaving in never-before-published family documents, Appel creates an intimate portrait of a private man who was elected into the Baseball Hall of Fame in 1966 and named "Baseball's Greatest Character" by MLB Network's Prime 9. Casey Stengel is a biography that will be treasured by fans of our national pastime.

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Customer Reviews

"Casey Stengel," by Marty Appel, is the ultimate biography."--New York Times
Former Yankees P.R. director Marty Appel's latest...is a fun and detailed read on the legendarily quirky

former Yanks and Mets skipper."--New York Daily News"Read this book! Never have we needed Casey more. Thanks, Marty Appel, for bringing him to life again in this superb book."--Jane Leavy, Bestselling author of *The Last Boy: Mickey Mantle and the End of America's Childhood*"Marty Appel's Casey Stengel is mightily impressive. The writing is smooth and the research, highlighted by the uncovering of unpublished manuscripts--by Casey's wife, Edna, and longtime Yankee, Frank Crosetti, indeed adds a dimension that has not appeared in other writings about Stengel. Appel has--done a magnificent job in bringing Casey to life in print."--Ira Berkow, bestselling author and New York Times Sports Columnist"What a classic double play combination--the reporting brilliance of Marty Appel, and baseball's greatest character, Casey Stengel. There are too many terrific stories about Casey to keep count, but Marty manages to unearth them with great flare and humor. Casey Stengel--is a treat for any true fan of the game. I loved every page."--John Sterling, Voice of the New York Yankees"In times like these, a book about Casey Stengel is just what our nation needs. And Marty Appel has delivered. Casey Stengel: Baseball's Greatest Character is a wonderful romp through our collective field of dreams, from the medieval days of the sport to the modern era."--The Christian Science Monitor"Sports journalist Appel delves deeply into the baseball career and personal life of Casey Stengel (1890-1975), a solid player and legendary manager. Citing new material unavailable to previous Stengel biographers and chroniclers of the New York Yankees, the author offers an informative, smoothly written account of a complex and relentlessly interesting subject...Stengel is unquestionably one of baseball's most significant characters, and Appel is the perfect fit to chronicle his life. One of the more skilled biographies baseball fans could hope to find."--Kirkus (starred)--"An excellent look at Stengel's life through more than 50 years of baseball. Appel's narrative and easy writing style pairs well with Stengel's lighthearted antics, and the intertwined excerpts from the unpublished memoir of Stengel's wife, Edna, is a welcoming parallel story of lifelong love and partnership. The author has done his homework, and this book benefits from firsthand accounts and historical perspectives that create an engaging story from beginning to end."--VERDICT:--Baseball history buffs will definitely want to add this biography to their shelves."--Library Journal--"Casey Stengel was a complicated man, and not always the easiest manager to play for."--My old friend Marty Appel has not only captured him perfectly in this delightful book, but I now understand him better than ever."--Bobby Richardson, New York Yankees, 1955-1966"With access to a previously unpublished memoir by Stengel's wife, Edna, Appel brings out a wealth of humanizing detail here concerning Stengel's personal life--details about not only his relationship with his wife but also the surprising source of his

nickname, the Old Perfesser, and the evolution of Stengelese, the wacky but cagey dialect Stengel used to amuse and misdirect the press. There's plenty of baseball material, too, as Appel shows that, while Stengel was a showman and an entertainer, he was also an underrated baseball genius who earned the respect of multiple Hall of Fame players whose egos were as formidable as their on-the-field skills. Great subject and a fine biography, well researched and sensitively written with just the right amount of humor."--Booklist (starred) "Marty Appel, who has worked for the New York Yankees in some capacity since the late 1960s (and who helped coordinate all of Casey Stengel's five Old-Timers Day appearances) knows where the gold is buried...Casey Stengel is a terrific read which will cure you of any notion that the Ole' Professor was anything else than a baseball genius."--The Dallas Morning News "My first manager in the big leagues was a philosopher, teacher, entertainer and baseball genius; and, perhaps, a poet. His distinctive Stengelese syntax had a lyrical cadence to it. A friend and baseball historian, Marty Appel, portrays Casey's life story to a T in the biography. I can hear the Ole Perfesser telling the book's readers, 'You could look it up.'" --Tony Kubek, New York Yankees, 1957-1965 "A definitive, intimate biography of the man whose 50-year career as a player and manager -- including seven World Series wins -- was one of the most dazzling in the game."--The Tampa Bay Times "A balanced and powerful biography that breathes new life into the legend whose career not only transcended the lives of so many well-known players . . . told by a biographer whose knowledge of the New York Yankees is second to none."--Spitball

MARTY APPEL was the youngest public relations director in baseball history when George Steinbrenner elevated him to the New York Yankees post in 1973. He is the author or coauthor of numerous books, including the New York Times bestselling *Munson: The Life and Death of a Yankee Captain* and *Pinstripe Empire: The New York Yankees from Before the Babe to After the Boss*. He resides in New York City.

The book is very thorough, although it seemed to drag toward the end. Interesting that the source material seems to be largely Casey's interactions with reporters and writers. Relatively little from former players and coaches. The biggest failing is that I finished the book wondering about what made Stengel successful as a manager. Most of what I know is that he managed great players and handled the press well. I wanted more.

Appel's time with Stengel helped make this book a very interesting read but he obviously minutely

researched the early career of the man and honored his playing career as well as his salad days at Yankee manager. I learned what a good player Casey was as well as an appreciation of the fact that his early reputation as a bit of a clown was probably not justified. Fortunately Appel and Casey himself are able to detail how the man was able to overcome the various labels applied to his early managerial career especially. His application of platoon baseball lives to the present while his ability to earn substantial monies outside the game attest to the fact that he was nobody's fool! Appel brings the total man, inside and outside of baseball to life.

I grew up in the NY area towards the end of Stengel's Yankee career and was an active baseball fan when he took over the helm for the Mets. I was never a huge Stengel fan as he seemed more of a "clown" than a baseball genius so I was interested to read this book and to learn more about the man who is legend. At the close of the book, I set it aside with one thought: "Wow!" While it helps to be a baseball fan to get the most out of Appel's work, this book successfully works on many levels. For me it was less about baseball and more about a man and wife that lived a life they loved, faced adversity but persevered, and ultimately must have closed their lives without regret because they were able to live their lives focused on what they loved. Stengel was very good at what he did for a living, loved the career that he chose, and shared it with a woman he adored. A wonderful, well written work by Marty Appel.

The book provides some good insights into Casey Stengel's professional and personal life. I was especially moved by the description of his post baseball life and the struggles he had with both his own and his wife's health issues. I was a little distracted by the author's writing style that seemed stilted at times. On the whole, it was a good read.

Truly THE definitive Casey Stengel biography, and you would expect nothing less from author Marty Appel! When I was 8 years old, I remember watching a New York Mets game with my dad, and during a rain delay WWOR TV showed some old Mets footage from 1962, their inaugural season. Prominent in the footage was their first manager, one Charles Dillon Stengel, and his double-talk, or "Stengelese" was both amusing and confusing to an 8 year old fan. I asked my dad why a baseball team would hire someone to be their manager who was such a clown. My dad's response was along the lines of "not judging a book by it's cover," and he explained to me a bit about Stengel's career as both a quality major leaguer who once played for his beloved NY Giants, as well as his very successful career with the crosstown rival Yankees. I was intrigued by this man, able to

simultaneously attract people to his persona yet, underneath the facade was a brilliant manager who was able to take the lessons he learned from old masters like John McGraw and expand upon them and make them his own. A number of years later, I had the great fortune to receive a copy of Robert Creamer's bio of Casey back in 1985, and like everything Creamer wrote, you could look at it as a "definitive work" on his subject. However, since his Casey bio was written, the ability to receive information and conduct research has improved exponentially and therefore a great deal of information that previously wasn't available about Casey's early playing career was now readily accessible. Marty Appel's research, as always, is astounding, leaving no stone un-turned, and his hard work paid off as he was able to access an unpublished manuscript written by Casey's late wife, Edna, which offered great insight into both their relationship as well as a wealth of additional information about Casey's long, illustrious career. A truly three-dimensional portrait came to life of this amazing man, whose career spanned from Christy Mathewson and Babe Ruth to Mickey Mantle and Tom Seaver. The span of Casey's career could certainly lead to a rousing game of "Six Degrees of Casey Stengel!" But why another book about Casey? Well, MLB Network began a series of specials, entitled "Prime 9" not long after debuting, and in 2009 an episode entitled "Baseball's Greatest Characters" named Casey their number one Greatest Character. The seed was planted- writing the definitive book about Stengel; the thought of finding new information about Stengel was the challenge, but no moreso then writing books that deftly and succinctly covered the entire history of baseball's greatest team ("Pinstripe Empire") or crafting a biography about the late, great Thurman Munson ("Munson: The Life & Death of a Yankee Captain") many years after helping Munson write his autobiography. I am happy to report- for all three books, but in particular with "Casey" - challenge was accepted, and challenge was MORE than delivered upon with amazing success!!! The beauty of reading a book written by Marty Appel is that, while engaged, you hear the "voice" of the subject shining through at all times, perhaps the best thing you can say about a biographer. Appel's words not only bring Casey and an incredible cast of characters to life, but they allow you to experience events as if they were happening in front of you, without judgement, without agendas, devoid of anything other than the subject and his circumstances. Appel has crafted a work of biographical art, adding new information to a man of whom there's been no shortage of books and articles written about over the years, some 42 years after his passing. This shouldn't surprise anyone who has read any of Appel's past works, especially his recent books "Munson" and "Pinstripe Empire." It's ironic that one of my very favorite authors specializes in Yankee's history, of course, having been named the youngest PR Director in baseball history when iconic Yankee's owner George Steinbrenner appointed him to the position in 1973. Ironic, because I was raised and

remain a raving fan of the NY Mets (some would say "raving mad"), which in itself should tell you just how great of an author Appel truly is. In fact, I have purchased a number of copies of "Pinstripe Empire" for fellow Mets' fan friends, and to a person they raved about this incredible portrait of a truly reviled (and often hated) city rival. I've now purchased an equal number of copies of "Casey Stengel: Baseball's Greatest Character" for the same people, and I can't wait to hear how much they've enjoyed this incredible book. Judge for yourself- by all means, whether you're a fan of the Yankees, Mets, any baseball team, sports in general or just a fan of great biographies, I cannot recommend this book highly enough. The life of Casey Stengel was, and always will be - amazin' amazin' amazin' amazin' amazin' amazin'!!!! Thank you, Marty Appel, for showing everyone why...

This is a useful volume for those who want to know more about the unforgettable Casey Stengel. It contains much information about him and his times but somehow it fails to present this information in a fluid and organized manner. As a biography it lacks the power to transmit to us the essence of the man. It is an account of his life more than a picture of the man. Still, I have enjoyed reading because I am a great fan of Stengel.

A very good book about a baseball legend. I started following baseball when Casey was running through the league with his mighty Yankees. I hated him then but always admired him. I admire him more so now that I found out how tough he had it. He was a character who added much to baseball, and this book will have you laughing, and sometimes feeling sad for this one-of-a-kind.

Great book on the life and times of the man who some thought a genius, while others thought he was a clown. But his years as Yankee manager showed he knew how to manage. Good book by Marty Appel

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