



Pinstripe Empire: The New York Yankees from Before the Babe to After the Boss

By Marty Appel

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Since their breakthrough championship season in 1923, when Yankee stadium opened, the New York Yankees have been baseball's most successful, decorated, and colorful franchise. Home to Ruth, Gehrig, DiMaggio, Berra, Mantle, Jackson, and Mattingly; and later Torre, Jeter, Rivera, and Rodriguez, the team has been a fixture in our national consciousness.

Yet it's been nearly seventy years since Frank Graham wrote the last narrative history of the team. Marty Appel, the Yankees' PR director during the 1970s, now illuminates the team in all its century-plus of glory: clever, maneuvering owners; rowdy, talented players; and, of course, twenty-seven championships. Appel heard war stories from old-timers like Mantle, Berra, and Casey Stengel, and has maintained a presence in the organization ever since. A collector, writer, and raconteur, he gives life to the team's history, from the muddy, uneven field at Hilltop Park in the 1900s to the evolution of today's team as an international brand. Loaded with over a century's worth of great stories, folklore, and photos, this is a treasure trove for lovers of sports, the Yankees, New York history, and America's game.

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Pinstripe Empire: The New York Yankees from Before the Babe to After the Boss By Marty Appel **Bibliography**

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Editorial Review

Review

"...when we piece together a list of today's top sports biographers, it's headlined by Howard Bryant(ESPN) Jane Leavy (The Washington Post) Leigh Montville (Sports Illustrated) Jonathan Eig (The Wall Street Journal), Mark Kriegel (Fox Sports) and Laura Hillenbrand (American Heritage).....This oversight, however, ends now. In "Pinstripe Empire: The New York Yankees From Before the Babe to After the Boss," Appel has written an important, memorable and riveting history of the world's most dominant sports franchise. The book ...reads like a gripping, action-packed novel, one era more fascinating than the next." ?Jeff Pearlman, *Newsday*

"Pinstripe Empire" is the most comprehensive and entertaining book on the Yankees ever written..." ?Allen Barra, *Newark Star-Ledger*

"There probably was only one man who could have pulled off a readable yet encyclopedic rendering of the full scope of the Yankees' history. That man is Marty Appel. And with "Pinstripe Empire," he has delivered precisely that, a must-have for fans of the Yankees, and baseball, and splendid reading." ?Mike Vaccaro, *New York Post*

"Marty Appel delivers a riveting and comprehensive history of the Yankees." ?Sam Roberts, *New York Times*

"This is magnificent. Appel, a veteran writer and PR person (longtime for the Yankees), manages the near-impossible: a huge, incredibly detailed history of the New York Yankees that never bogs down or spends too long in any one place. The style is as smooth as can be.... Appel rolls right through, chronologically, with a nugget on almost every page.... Indispensable for any fan and for historians of the game of baseball." ?GraceAnne A. DeCandido, *Booklist* (starred review)

"It is wonderfully readable, backed up by much original research. Even die-hard Yankees fans will discover serendipitous details." ?Ray Robinson, *author of Iron Horse and Yankee Stadium*

"Not only is Marty Appel's book the definitive history of the Yankees -- surely the most famous and, in Appel's handling, one of the most intriguing American sports franchises in history -- but it is a page-turner as well. What gives the book an even greater sense of "being there" is that Appel, the one-time public relations executive for the team, was there for a good many of the team's singular events in its later "Boss" years. It's pure pleasure to take this ride through the Yankees' century-long history with Marty Appel." ?Author, Pulitzer Prize columnist Ira Berkow

"Pinstripe Empire" by Marty Appel is the mother of all narrative histories about the team from the Bronx. Appel's masterwork bobs and weaves its way through the history of the New York Yankees....At times serious, funny, insightful, dramatic, sad, inspiring and nostalgic, this is a book to take to the beach, to rummage through, to pick up again and again for all the grand nuggets inside of it. The sweep of Yankee legend and lore, facts and figures is here for all time in the pages of "Pinstripe Empire." ?Author/historian Harvey Frommer, *The Epoch Times*

"Frank Graham, Tom Meany, David Halberstam, Glenn Stout, Buster Olney, Tom Molito, Jane Leavy and

Marty Appel have all written excellent books about the **New York Yankees**, but Marty Appel has created a new benchmark with his new book, *Pinstripe Empire*...Appel has become every young fan's father and every older fan's younger brother....With *Pinstripe Empire*, Appel has achieved one of the most difficult things to do. He has written a reference book that is like a story.... *Pinstripe Empire* allows readers to "pick Appel's brain" and to virtually be a teammate of Mickey Mantle, Yogi Berra, Thurman Munson, Sparky Lyle, Derek Jeter, Mariano and the other magnificent Yankees....I have followed the Yankees since 1951, which is even longer than Appel, but I will always be grateful for *Pinstripe Empire* because I and all baseball fans now have access to the Yankees' players and team....Baseball fans, not only Yankees' fans, have a great experience ahead of them. ” ?*Harold Friend, BleacherReport.com*

“...a joy to read, even for this old Brooklyn Dodger fanatic” ?*Sal Marchiano*

“Marty Appel's passion and insight of the Yankees cannot be equated by anyone....he has a way of not just telling a story, but giving the story a personal and privy feeling. From the introduction of groundskeeper Phil Schenck to traveling secretary Mark Roth to Mel Allen's 'How about that!', Any baseball fan can talk about Ruth, Gehrig, DiMaggio, and Mantle, but few know the story behind the story and all the personnel involved that made these majestic stories come into existence. 'Pinstripe Empire' is the one book that must be on the bookshelf of any Yankees fan and is a must read for those who are passionate about the Yankees and the history of their franchise.” ?*Bradford H. Turnow, www.YankeesHistory.com*

“.. a chronological history the Pinstripes full of facts with little chestnuts added by the author that shows the human side of the team that we all love. Even if you don't love the Yankees or just won't admit you do, the structure of this book makes it not just one of the best Bomber books around but one of the finest baseball books around.... The descriptions are so personal that it made me feel like I lived it myself. If it's not in here it didn't happen yet. ... ” ?*Phil Speranza, BehindtheBombers.blogspot.com*

“The best book I have ever read other than the Bible.” ?*Fritz Peterson, former Yankees pitcher*

“...this is the Bible of The Yankees.” ?*David Jordan, Instream Sports*

“... more gems than you would find in a pirate's treasure chest.” ?*Bill Chuck, Billy-ball.com*

“As a long time baseball executive from a baseball family, these are names and events that I lived. Marty Appel's love of baseball shines through with this important, dispassionate and revealing look at the sports's most successful franchise -- through good times and bad. All the big events and all the big characters are here, but so too are colorful and forgotten personalities, backstage stories, and all the "other" stuff that matters to fans - the broadcasters, the uniforms, the billboards, the subways, the ceremonies. Questions about integration, Sunday baseball, the rivalries with the Mets, the Red Sox, the Dodgers and Giants, the slowness to broadcast, the hesitation to embrace promotion, the cozy relationship with the Kansas City A's - it's all answered here. It's emotional, it's funny, it's written for all ages, and it will come to be considered the definitive history of the team for years to come.” ?*Peter Bavasi*

“{his} wealth of Yankee knowledge in second to none.” ?*George Brew, Blogtalkradio*

“How often can you say that the photographs in a biography are museum quality and possibly the best you've ever seen in anything this side of an art book? But that's the start on Marty Appel's "Pinstripe Empire: From Before the Babe to After the Boss." a quick scan tells me this is a classic, right up there with anything that's ever been done on the national pastime.” ?*Tony Castro, author, Mickey Mantle, America's Prodigal Son*

“Year by year, you'll hear all the inside stories, and you'll find out things you never knew...it's like the bible for the Yankees...I've read the book cover to cover and it is fabulous. Any baseball fan would love it.” ?*John*

Sterling, , YES Network, WCBS Radio

“The latest book on the New York Yankees might be the best. ‘Pinstripe Empire’ by Marty Appel is THE definitive history on the most storied franchise in sports. No stone is left unturned and you are sure to learn something new about the Yankees and Major League Baseball....Pinstripe Empire is not just for Yankees fans, but for all baseball fans. The interwoven stories of players, managers, owners and more play out splendidly in these pages.” *?Tom Bartash, Sports Collectors Digest*

“Finding 109 years of Yankees history embraced in 640 pages of Pinstripe Empire is a delight. I would like to read it in a single sitting, but I can't sit still for 640 pages even when they're fun. Marty Appel had not written a reference book. There are lots of reference books and the Internet is choke-full of names and numbers. Appel is a former media director of the Yankees and a long-time eyewitness to history. There's no point in being an eyewitness to history if you don't observe history.” *?Steve Jacobson, long-time sports columnist Newsday*

“Marty Appel is a fine storyteller with a keen eye for detail. He has firsthand knowledge of the bold-faced names and the bit players over a large span of Yankee history. All of which makes his perspective both entertaining and enlightening.” *?Bob Costas*

“For baseball fans this is a great read that takes you on an intimate trip into the Yankee Universe. For Yankee fans this is a gift that only Marty Appel could give us.” *?Billy Crystal*

“As a player, you don't always view the things around you as history in the making. Marty Appel always did, and now, he's given us this important book.” *?Whitey Ford*

“An opus. Marty Appel brings a fan's passion and a historian's dispassion to bear on the Pinstripe Empire. He makes familiar terrain new again and uncovers original material where no one else thought to look. This is the definitive history of the New York Yankees.” *?Jane Leavy, author of The Last Boy*

“What a treat this book is for anyone who loves baseball, its history, and its heroes. When I was a small boy eighty years ago, my big brother began teaching me about the Yankees and baseball--what happens backstage, in dugouts, clubhouses, and front offices. This book, like my brother, amplified my knowledge of the game. He would have loved it, and so do I.” *?Robert W. Creamer, author of Babe and Stengel*

“The definitive and authoritative history of The New York Yankees franchise, and an absolute must-read for die-hards and casual fans alike.” *?Larry Koestler, RiverAveBlues.com*

“No book since Graham's has successfully taken the mantel of "definitive" for this franchise, but it appears we finally have a taker. Appel knows the stories; he handled Mickey Mantle's fan mail as his first gig; became the Yankees' PR director in the 1970s; saw firsthand how The Boss imposed such discipline in 1971 as having Yankee Stadium graffiti painted over every morning to "outlast them"; authored many books including The New York Times bestseller "Munson"; and is a New Yorker. He is the person you would want to compile all of this, and he has done so with aplomb in a relatively svelte 597 pages, literally covering it all from before George Herman Ruth to after George Steinbrenner -- even including George Costanza (page 203). Here's the best thing about "Pinstripe Empire." It doesn't matter where you start or finish.” *?Mark Newman, MLB.com*

“Pinstripe Empire is amazing. Every time I put it down, I could hardly wait until the next time I picked it up. In fact, it was so good that I plan on reading it again – and then perhaps again for a third time.... The Yankees are the most storied franchise in baseball history and Pinstripe Empire is the complete telling of their story. This is a must read for every Yankees fan and it will be an enjoyable read for anyone who is a fan

of the game – period.” ?*Steve Lombardi, WasWatching.com*

“This is magnificent. Appel, a veteran writer and PR person (longtime for the Yankees), manages the near-impossible: a huge, incredibly detailed history of the New York Yankees that never bogs down or spends too long in any one place. The style is as smooth as can be.... Appel rolls right through, chronologically, with a nugget on almost every page.... Indispensable for any fan and for historians of the game of baseball.”

?*Booklist (starred review)*

“[An] affectionate fan's notes to the team... [a] definitive history.” ?*Publishers Weekly*

About the Author

Marty Appel is the author of many books, including most recently the *New York Times* bestseller *Munson*. Following his years as the Yankees' public relations director, he became an Emmy Award-winning television producer and director of Marty Appel Public Relations. Appel lives in New York City and appears frequently on ESPN, HBO, MLB, and the YES Network.

Users Review

From reader reviews:

Leslie Marcellus:

Your reading sixth sense will not betray anyone, why because this Pinstripe Empire: The New York Yankees from Before the Babe to After the Boss publication written by well-known writer whose to say well how to make book that can be understand by anyone who read the book. Written with good manner for you, still dripping wet every ideas and writing skill only for eliminate your current hunger then you still uncertainty Pinstripe Empire: The New York Yankees from Before the Babe to After the Boss as good book not only by the cover but also from the content. This is one book that can break don't determine book by its cover, so do you still needing another sixth sense to pick this particular!? Oh come on your looking at sixth sense already said so why you have to listening to one more sixth sense.

Sheila Donovan:

This Pinstripe Empire: The New York Yankees from Before the Babe to After the Boss is new way for you who has attention to look for some information as it relief your hunger of knowledge. Getting deeper you in it getting knowledge more you know or else you who still having little bit of digest in reading this Pinstripe Empire: The New York Yankees from Before the Babe to After the Boss can be the light food for yourself because the information inside this book is easy to get by means of anyone. These books create itself in the form which can be reachable by anyone, yes I mean in the e-book web form. People who think that in book form make them feel drowsy even dizzy this publication is the answer. So there isn't any in reading a e-book especially this one. You can find what you are looking for. It should be here for you. So , don't miss it! Just read this e-book variety for your better life and knowledge.

Eleanor Bender:

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