



## This Is Your Brain on Sports: The Science of Underdogs, the Value of Rivalry, and What We Can Learn from the T-Shirt Cannon

By L. Jon Wertheim, Sam Sommers

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**This Is Your Brain on Sports: The Science of Underdogs, the Value of Rivalry, and What We Can Learn from the T-Shirt Cannon** By L. Jon Wertheim, Sam Sommers

*This is Your Brain on Sports* is the book for sports fans searching for a deeper understanding of the games they watch and the people who play them. *Sports Illustrated* executive editor and bestselling author L. Jon Wertheim teams up with Tufts psychologist Sam Sommers to take readers on a wild ride into the inner world of sports. Through the prism of behavioral economics, neuroscience, and psychology, they reveal the hidden influences and surprising cues that inspire and derail us—on the field and in the stands—and by extension, in corporate board rooms, office settings, and our daily lives.

In this irresistible narrative romp, Wertheim and Sommers usher us from professional football to the NBA to Grand Slam tennis, from the psychology of athletes self-handicapping their performance in the boxing ring or the World Series, to an explanation of why even the glimpse of a finish line can lift us beyond ordinary physical limits. They explore why Tom Brady and other starting NFL quarterbacks all *seem* to look like fashion models; why fans of teams like the Cubs, Mets, and any franchise from Cleveland love rooting for a loser; why the best players make the worst coaches; why hockey goons (and fans) would rather fight at home than on the road; and why the arena t-shirt cannon has something to teach us about human nature.

In short, this book is an entertaining and thought-provoking journey into how psychology and behavioral science collide with the universe of wins-and-losses, coaching changes, underdogs, and rivalry games.

— Boston Globe, Best Books of 2016, Sports

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## **Editorial Review**

### Review

“Wertheim and Sommers wield serious research to diagnose the myriad symptoms of the human brain on sports, and what they find is, by turns, hilarious, slightly frightening, and always illuminating.”

— **David Epstein, author *The Sports Gene: Inside the Science of Extraordinary Athletic Performance***

"Smart, funny, and brimming with insights."

-- **Daniel Gilbert, Edgar Pierce Professor of Psychology, Harvard University, and author of *Stumbling On Happiness***

"It was only after delving into this unique tome that I learned that Mookie Wilson was available for bar mitzvah greetings via telephone, or that I can go elk hunting with Ryan Klesko for a mere nine grand. This information alone is worth many times the cost of this eye-opening and entertaining book."

— **Bob Costas**

"Eye-opening, captivating, and hilarious, *This is Your Brain on Sports* shines a fascinating and scientific spotlight on human nature. Wertheim and Sommers offer expert lessons for athletes and sports fans, sure, but also for business leaders, managers, entrepreneurs, parents, youth sports coaches, and more."

— **Amy Cuddy, Harvard Business School professor and author of *Presence***

“A rollicking read that offers dozens of sparkling insights into social psychology, cognitive science, and behavioral economics. Wertheim and Sommers are the perfect writing duo -- one part Watson and Crick, another part Brady and Gronkowski.”

— **Daniel H. Pink, author of *Drive* and *To Sell Is Human***

“Wertheim and Sommers have achieved the Holy Grail: a book that’s as fun as it is informative.”

— **Adam Alter, Associate Professor of Marketing and Psychology, Stern School of Business, and *New York Times* Bestselling author of *Drunk Tank Pink***

"Not just an entertaining read, but a book filled with wisdom that will help fans, athletes, coaches — and executives – understand sports a little differently and a little better"

— **Ivan Gazidis, chief executive Arsenal Football Club**

### About the Author

**L. Jon Wertheim** is the executive editor of *Sports Illustrated*. A sports journalist with a passion for psychology and economics, he is the author of such New York Times bestsellers as *Scorecasting* (written with Toby Moskowitz) and *You Can't Make This Up* (written with Al Michaels). A huge sports fan, **Sam Sommers** is an experimental psychologist at Tufts University who studies the psychology of everyday life. He is the author of the critically acclaimed book *Situations Matter*.

## **Users Review**

### **From reader reviews:**

**Anna Brooks:**

Do you have favorite book? When you have, what is your favorite's book? Book is very important thing for us to find out everything in the world. Each book has different aim as well as goal; it means that reserve has different type. Some people experience enjoy to spend their time for you to read a book. They are really reading whatever they have because their hobby is usually reading a book. Think about the person who don't like reading through a book? Sometime, person feel need book when they found difficult problem or perhaps exercise. Well, probably you'll have this This Is Your Brain on Sports: The Science of Underdogs, the Value of Rivalry, and What We Can Learn from the T-Shirt Cannon.

**Joe Lowe:**

This This Is Your Brain on Sports: The Science of Underdogs, the Value of Rivalry, and What We Can Learn from the T-Shirt Cannon are generally reliable for you who want to certainly be a successful person, why. The key reason why of this This Is Your Brain on Sports: The Science of Underdogs, the Value of Rivalry, and What We Can Learn from the T-Shirt Cannon can be among the great books you must have is giving you more than just simple reading food but feed you actually with information that possibly will shock your before knowledge. This book is definitely handy, you can bring it almost everywhere and whenever your conditions both in e-book and printed ones. Beside that this This Is Your Brain on Sports: The Science of Underdogs, the Value of Rivalry, and What We Can Learn from the T-Shirt Cannon forcing you to have an enormous of experience like rich vocabulary, giving you test of critical thinking that we understand it useful in your day pastime. So , let's have it and enjoy reading.

**Ella Nebel:**

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**Ana Smith:**

Is it an individual who having spare time subsequently spend it whole day simply by watching television programs or just laying on the bed? Do you need something new? This This Is Your Brain on Sports: The Science of Underdogs, the Value of Rivalry, and What We Can Learn from the T-Shirt Cannon can be the answer, oh how comes? The new book you know. You are thus out of date, spending your extra time by reading in this fresh era is common not a geek activity. So what these guides have than the others?

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