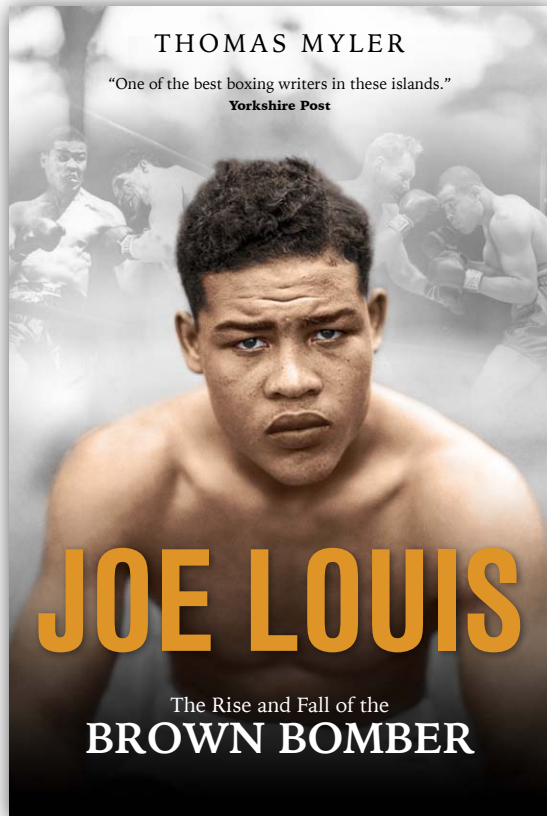




Title information



Joe Louis

The Rise and Fall of the Brown Bomber

By Thomas Myler

Key features

- The exciting story of a young black man making his way through an America of bitter racial discrimination – and of conquering all issues
- Includes exclusive quotations and insights from the author's extensive interviews with Louis – providing a crucial personal element, missing in many previous Louis biographies
- A joyful story of a sporting ambassador, though with a tragic ending
- Written by Thomas Myler, respected boxing author and historian, described by the great boxing scribe George Kimble as 'one of the best boxing writers in the world'
- Photo section to tie in with the text
- Publicity campaign planned including radio, newspapers, websites and magazines

Description

Joe Louis was one of boxing's all-time greats. Undisputed heavyweight champion of the world for 11 years and nine months, the 'Brown Bomber' put his title on the line no less than 25 times. His classic fights with Max Baer, Max Schmeling, James J. Braddock, Billy Conn and many others are part of boxing lore. Often coming from behind to retain his prized title, his fights ended in a blaze of glory. In his prime, Louis was beaten only once, his other two losses coming at the end of his career. Louis also helped to smash the despicable colour bar which denied so many great heavyweights a title tilt. In 1937 he became the first black boxer to win the championship since Jack Johnson's reign ended 22 years earlier. Louis was a more popular champion than the arrogant Johnson, though outside the ring he had a string of lady friends, including many celebrities, all through his three marriages. A big spender and a notably poor entrepreneur, he was forever plagued by income tax demands. But when that first round bell rang, Louis was the business.

Details

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