



Now Pitching for the Yankees: Pinstripes, PR, and Me

Marty Appel, Martin Appel

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For nearly ten years, Marty Appel was part of the New York Yankees' public relations team, serving as its director from 1974 to 1977. In this book he paints intimate portraits — by turns hilarious and poignant — of the superstars and the benchwarmers of that era, both on and off the field. The lineup of colorful characters includes tempestuous owner George Steinbrenner, managers Casey Stengel and Billy Martin, and future Hall of Famers Mickey Mantle, Yogi Berra, Whitey Ford, and Reggie Jackson. Appel's job was to keep the Yankees in the news. And given the team's high profile, that task was rarely difficult, sometimes disastrous, and often gratifying.

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