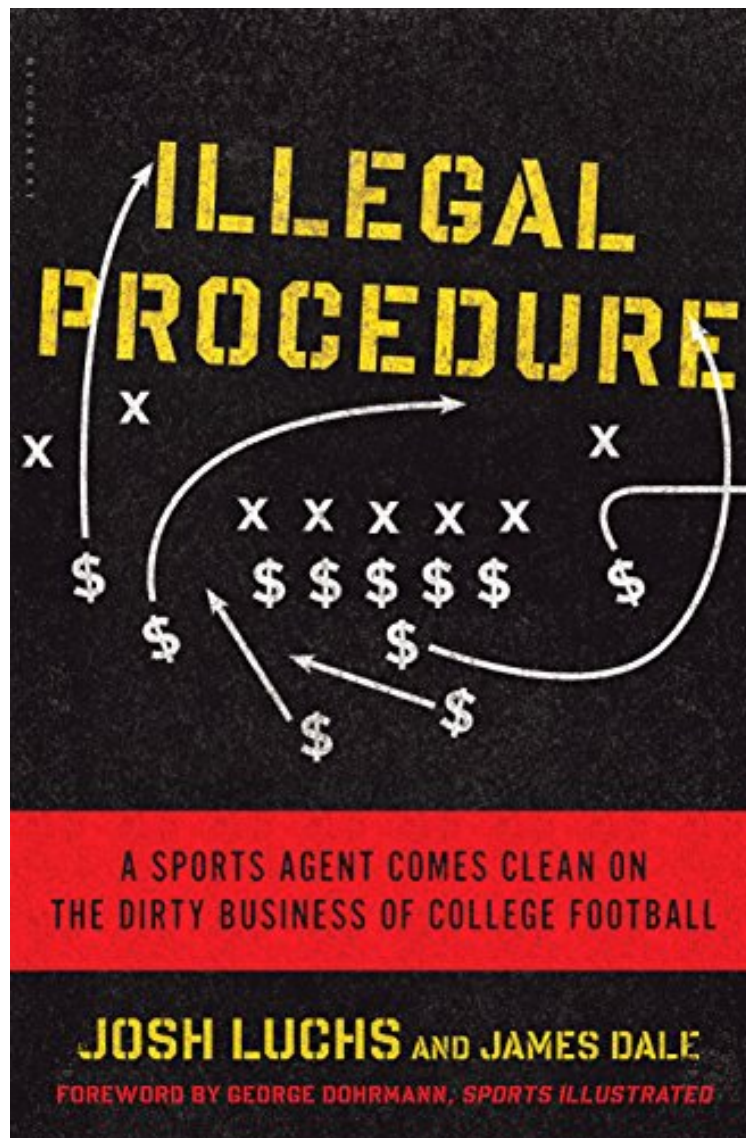


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## **Illegal Procedure: A Sports Agent Comes Clean on the Dirty Business of College Football**

*Josh Luchs, James Dale*

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**Josh Luchs, James Dale : *Illegal Procedure: A Sports Agent Comes Clean on the Dirty Business of College Football*** before purchasing it in order to gage whether or not it would be worth my time, and all praised *Illegal Procedure: A Sports Agent Comes Clean on the Dirty Business of College Football*:

1 of 1 people found the following review helpful. Spectacular Insight into a Crazy Industry!By Andrew S. Orcutt*Illegal Procedure* offers industry experts as well as casual fans the amazing opportunity to get a behind-the-

scenes look at the business of professional athlete representation, specifically with college and NFL football players. In his book, Josh dives straight into the business with such incredible detail and specificity that is unparalleled and unprecedented by any other Sports Agent book. It's refreshing to hear the story of someone who has been there and actually done the things that we as sports fans hear so much about but are never quite sure how or why they happen. Josh's passion for sports and his drive for success are truly highlighted in this book that describes the ups and downs of an NFL Sports Agent, and the actions required by agents to recruit, protect, entertain, and help their clients in any way possible. In addition to Josh telling his story, he also explains why the NCAA's system for agent regulation is not working and he offers his solutions to fix the clearly-broken model. His ideas are unique but he backs them up with extreme detail and reasoning that make perfect sense and would actually work if implemented. Overall I thought it was one of the most fascinating books I've read, I absolutely could not put it down. I would recommend this to any sports fan and believe it's a must-read for any aspiring Sports Agent. Thanks Josh!

1 of 1 people found the following review helpful. Informative and Fascinating  
By Rick Spell  
This book is EXCEPTIONAL and should be required reading by all college football fans. It pulls back the cover on all of the secrets of the dirty side of college football showing the numerous payments and double crosses mainly by the players. Josh tells his starting history and chronologically details his partners, the first of whom taught him how to buy players. From there moving up to a partnership with Gary Wichard (actually not a partnership) you learn about selling your client and the inside game of agents. Mel Kiper's reputation takes a severe hit here and is an exceptional story. There is one final partnership and then a sad legal ending to his career. Possibly the most fascinating parts are the stories of actual players. For example, he was involved in possibly representing Matt Leinart when he was the top draw: heady stuff except the runner part. The most comical and interesting is his representation of Maurice Clarett who was living in Marina del Rey with a purported Jewish mafia member doing everything possible to ruin any chance of a pro career. This is sad, comical and FASCINATING! I will admit the last chapters detailing current laws/rules and how to fix the problems were not quite as interesting. But overall, I found this book to be believable and fascinating. Required reading for any football fan.

1 of 1 people found the following review helpful. Inside Look  
By L. Froment  
This was an inside look at the levels of corruption that go on inside college football programs and how the NCAA turns a blind eye to the vast majority of it. This book has helped contribute to the debate going on about if college athletes should be paid or not. Luchs gives an interesting inside look at it all being a former sports agent who has changed his ways to expose the system, including many stories and tidbits I didn't know anything about when it comes to agents and student-athletes. But I couldn't help at times thinking was he really a changed man or trying to make a buck being sensational.

For fifteen years, sports agent Josh Luchs made illegal deals with numerous college athletes, from top-tier, nationally recognized phenoms to late-round draft picks. Flagrantly flaunting NCAA and NFL Players Association rules, he made no-interest loans to players in exchange for the promise of representation on their lucrative pro contracts. After cleaning up his act in 2003, he moved to a new agency, only to be targeted and pushed out of the business for a new violation-one he arguably did not commit. Then, in October 2010, Luchs wrote a confessional article in Sports Illustrated, telling the truth about what he did and didn't do. Since then he has taken on a new role: whistle-blowing, truth-telling reformer. And in telling his own story, Luchs pulls back the curtain on the real economy of college football: how agents win players legally and otherwise, the staggering sums colleges make from an unpaid workforce, the shortfalls of supposed full-ride scholarships, and the myth of a college education given to scholarship jocks. Including new information about major players and scandalized programs such as USC, Auburn, and Ohio State, this book pulls no punches. It's a stunning and necessary read for anyone who loves the game, and the first step toward fixing a broken system.

Praise for Josh Luchs' Sports Illustrated story: "There are no innocents in all this-including Luchs. The difference now is Luchs isn't claiming to be innocent." -John Feinstein, Washington Post "[Luchs pulls] the inner workings of an oily business out of the shadows." -Pat Forde, ESPN "A must-read." -New York Times

Praise for Illegal Procedure: