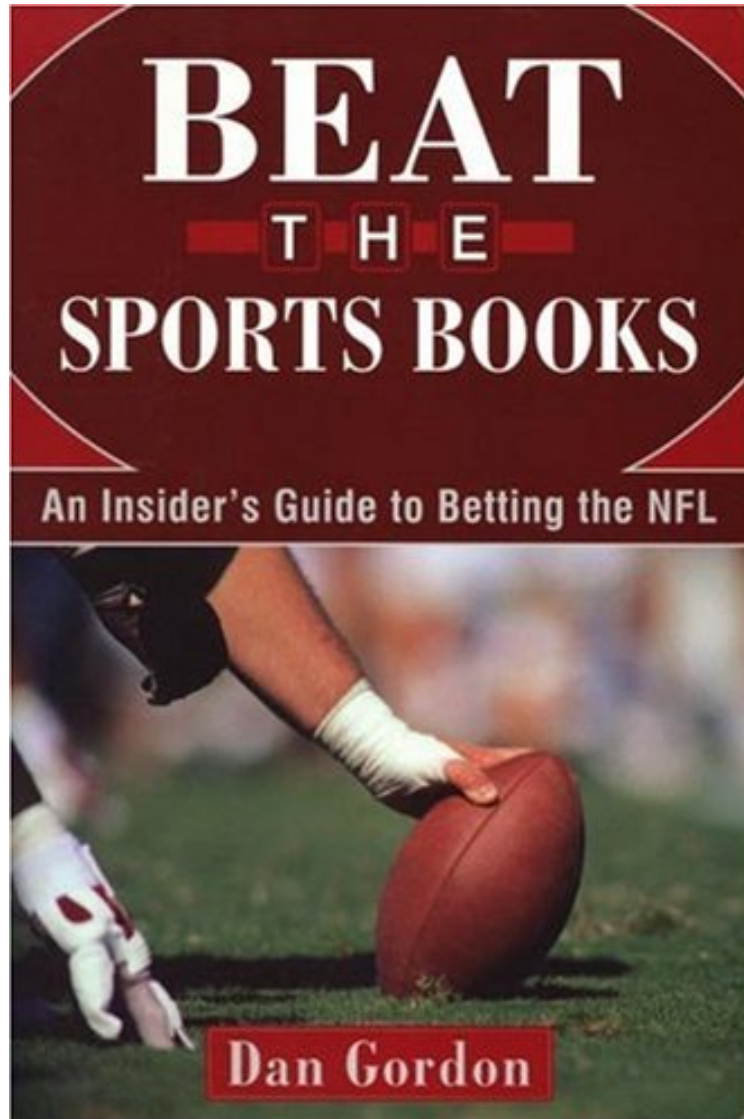


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Beat The Sports Book: An Insider's Guide to Betting the NFL

Dan Gordon

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Dan Gordon : Beat The Sports Book: An Insider's Guide to Betting the NFL before purchasing it in order to gage whether or not it would be worth my time, and all praised Beat The Sports Book: An Insider's Guide to Betting the NFL:

16 of 17 people found the following review helpful. a master handicapper explains his craftBy Konrad BaumeisterDan Gordon's updated NFL handicapping book is the kind of book one doesn't so much read as study. Handicapping the NFL over a period of many years is hard work, serious work, and Gordon takes it very seriously. Properly done, it

ends up amounting to a part-time job. We are not talking about making easy money betting on football. The first point, which might be obvious to bettors but bears repeating, is that football odds as set by oddsmakers are not meant to predict the actual outcome of the game - they are meant to attract equal distributions of money bet on each side, and this is not the same thing. They have their customers, the casinos, offshore and (illegal) local books to think of. You are not their customer. There are thus opportunities for discrepancies to exist which the bettor will be able to exploit for profit. Gordon reviews how oddsmakers come up with the line, the various regular and more exotic bets available (on which he spends very little time until the very end of the season), and the odds both mathematical and psychological/social working against the would-be winning bettor. This is all very clearly explained and well written. Further, he assesses various information sources that amateur bettors use, usually to their financial loss, such as much major media, touts, some sports services and professional commentators, all of which generally talk a good game but when their win/loss records are finally revealed are shown to be highly problematic. Worse, they tend to judge themselves against a 50% win/loss barometer, when of course the winning bettor must clear 53% just to stay even. Further, not only knowledge and applied research, but also timing of bets proves to be highly important. Gordon is honest enough to show numerous cases where he had early access to better prices or numbers, or where these evaporated so quickly, he could not recommend a game to his service customers as that line no longer existed. In game after game one sees how a point or 1 1/2 point difference in the spread means the difference between a winning and losing bet. The NFL teams are very very close in quality overall. Personal discipline in passing on games where the number is close but not quite good enough to bet is important to long term success as well. In the heart of the book, Gordon's handicapping system, he examines not only hard statistics, but leans heavily towards psychological motivations and factors. There is no factor one can think of to which he does not assign some value, a half point here and a half point there. He explains his starting points for the season using both letter and numerical power ratings, and how he updates each team after each game, every step of the way. The book holds seemingly nothing back. The last half of the book follows first the Bills through the entire 2002 season, applying the factors of his system to every game they would play, whether he bet on it (and why) or not (and why not). Then he follows the full 2004 season, for each bet he made or contemplated seriously, doing the same, through the Super Bowl and a couple of proposition bets. If one were serious about learning his system, it would be worth the investment of many hours to 'replay' that system on paper, using his methods, and following how he came up with these ratings. At the end of the season he was indeed winner, though relatively modestly so. Gordon's book is highly recommended for anyone who wants to get serious about handicapping NFL football, and stop simply throwing his money away on hunches or following the crowd. 0 of 0 people found the following review helpful. Learn How To bet By R J Takacs If you are new to sports betting it is a very good book. It does have good information about good and bad bets, helping to take away some of the so called sucker bets. It explains different ways to bet in a very easy way to understand how the odds are figured. 0 of 0 people found the following review helpful. Pretty Basic By Customer A bare basics how-to book. It makes a decent read, which is more than I can say for many other books purporting to reveal methods to beat the bookie.

Book by Gordon, Dan

About the Author Dan Gordon was head writer of the hit TV series Highway to Heaven; his screenwriting credits include The Hurricane, Murder in the First, Wyatt Earp, and The Celestine Prophecy. He is the author of the stage adaptations of Terms of Endearment and Rain Man; cofounder of the Zaki Gordon Institute for Independent Filmmaking in Sedona, Arizona; and has been a guest lecturer at Columbia University School of the Arts, USC School of Cinematic Arts, UCLA School of Theater, Film, and Television, and Tel Aviv University.