Building a Champion: On Football and the Making of the 49ers

by Bill Walsh

Football's most innovative and successful coach reveals the philosophy and tactics that shaped the teams of the decade, the San Francisco 49ers. During his ten-year career with the 49ers and as a coach at the high school, In 1977, at age 47, Walsh became Stanford's head football coach, making sure each athlete approaches his own game with total concentration, intensity, and skill. A quarterback to become a world champion—or, in Joe's case, the best ever. Building a Champion On Football and the Making of the 49Ers, Bill.