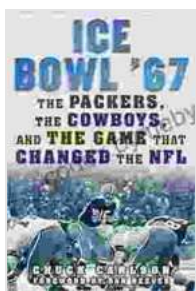


The Packers, the Cowboys, and the Game That Changed the NFL

By Mark Kram

The 1967 NFL Championship Game between the Green Bay Packers and the Dallas Cowboys is widely considered to be one of the greatest games in NFL history. It was a contest between two of the league's most storied franchises, and it featured some of the greatest players of all time, including Bart Starr, Vince Lombardi, Tom Landry, and Roger Staubach. The game was also a watershed moment for the NFL, as it helped to usher in a new era of high-scoring, pass-happy football.

In *The Packers, the Cowboys, and the Game That Changed the NFL*, acclaimed sportswriter Mark Kram recounts the game in vivid detail, providing readers with a behind-the-scenes look at the strategies, rivalries, and personalities that shaped this legendary contest. Kram draws on interviews with players, coaches, and executives from both teams, as well as extensive archival research, to paint a rich and nuanced portrait of this historic game.



Ice Bowl '67: The Packers, the Cowboys, and the Game That Changed the NFL by Chuck Carlson

★★★★☆ 4.2 out of 5

Language : English
File size : 3630 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 177 pages



Kram begins by setting the stage for the game, describing the two teams' contrasting styles of play. The Packers were a run-first team, led by the legendary running back Jim Taylor. The Cowboys, on the other hand, were a pass-happy team, led by the equally legendary quarterback Don Meredith. The game was also a battle of wills between two of the NFL's most iconic coaches: Vince Lombardi of the Packers and Tom Landry of the Cowboys.

The game itself was a back-and-forth affair, with both teams trading touchdowns throughout the first half. In the second half, the Packers took a 14-point lead, but the Cowboys came storming back to tie the game with just over two minutes remaining. The Packers then drove down the field and kicked a field goal to win the game, 34-27.

The 1967 NFL Championship Game was a watershed moment for the NFL. It helped to usher in a new era of high-scoring, pass-happy football, and it set the stage for the Packers' and Cowboys' dominance of the league in the years to come. *The Packers, the Cowboys, and the Game That Changed the NFL* is a gripping account of this historic game, and it is a must-read for any fan of football history.

Reviews

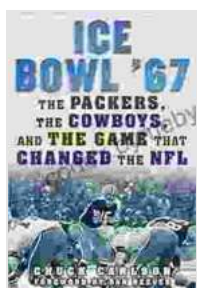
"Mark Kram has written a masterpiece. *The Packers, the Cowboys, and the Game That Changed the NFL* is a gripping account of one of the greatest games in NFL history. Kram's writing is both vivid and insightful, and he provides readers with a behind-the-scenes look at the strategies, rivalries,

and personalities that shaped this legendary contest. This book is a must-read for any fan of football history."

- **Bob Costas, NBC Sports**

"*The Packers, the Cowboys, and the Game That Changed the NFL* is a tour de force. Mark Kram has captured the essence of this historic game, and he has done so with a level of detail and insight that is simply breathtaking. This book is a must-read for any fan of football history, and it is sure to be a classic for years to come."

- **John Madden, NFL Hall of Famer**



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