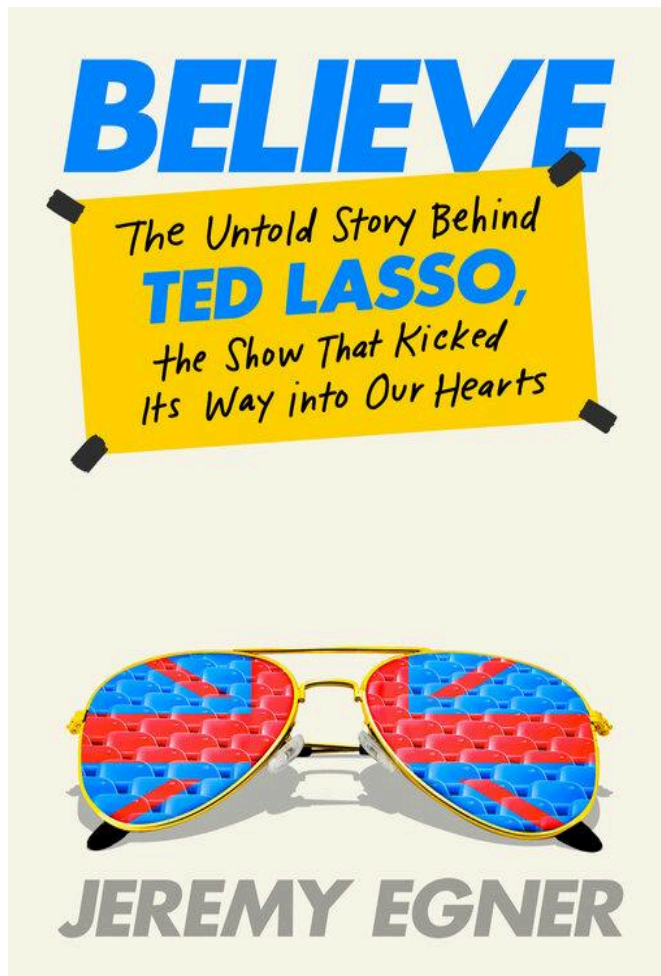


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SYNOPSIS :

The definitive book on the TV show Ted Lasso, written by New York Times journalist and editor Jeremy Egner, celebrating the show's improbable rise and cultural impact while never losing sight of the heart, friendship, and passion that have made it an enduring favorite for the ages. When Ted Lasso first aired in 2020, nobody—including those who had worked on it—knew how a show inspired by an ad, centered around soccer, filled mostly with unknown actors, and led by a wondrously mustached "nice guy" would be received. Now, eleven Emmys and one Peabody Award later, it's safe to say that the show's status as a pop culture phenomenon is secure. And, for the

first time, New York Times television editor Jeremy Egnor explores the creation, production, and potent legacy of Ted Lasso. Drawing on dozens of interviews from key cast, creators, and more, Believe takes readers from the very first, silly NBC Premier League commercial to the pitch to Apple executives, then into the show's writer's