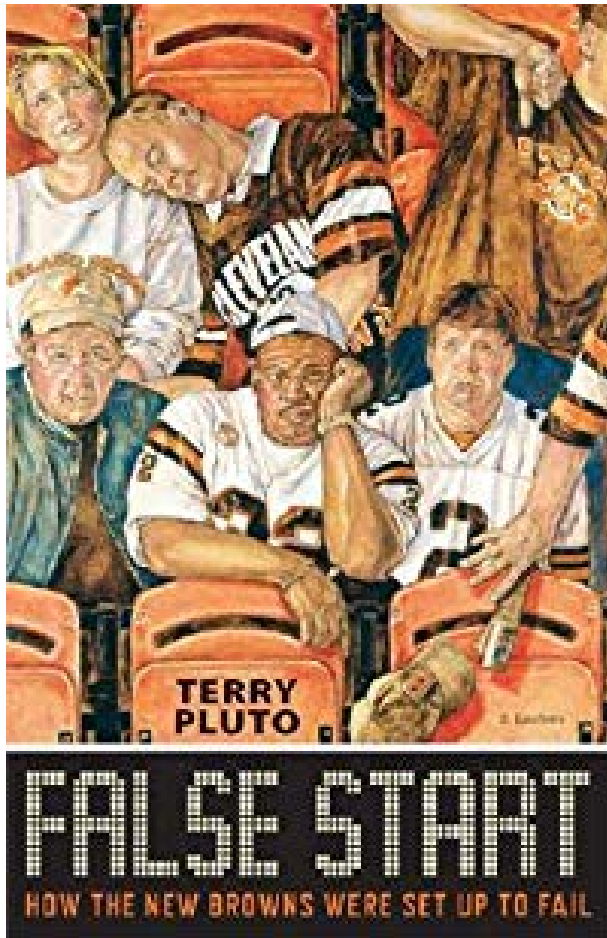


False Start: How the New Browns Were Set Up to Fail



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Terry Pluto, one of Cleveland's top sportswriters, takes a hard look at the first 5 years of the new Cleveland Browns franchise and doesn't like what he sees. This book chronicles the backroom deals, big-money power plays, poor decisions, and plain bad luck that have dogged the venerable franchise since Art Modell skipped town in 1995. Legions of loyal fans stand by, waiting for a return to past glory. How much longer must they wait? Pluto sifts through the clues from the last five seasons and looks for answers.