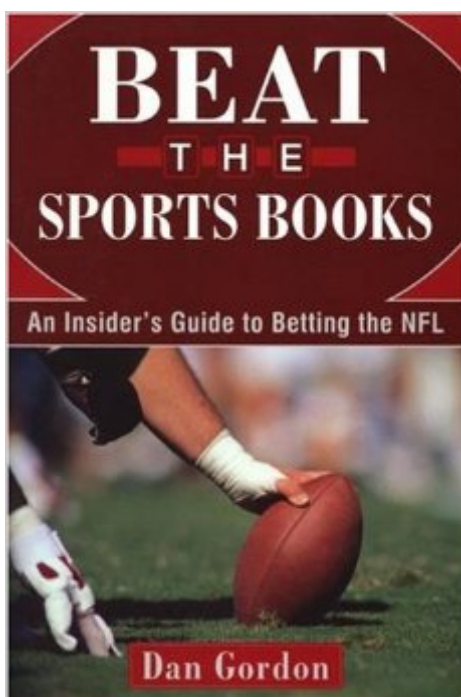


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# Beat The Sports Book: An Insider's Guide To Betting The NFL



## Synopsis

Book by Gordon, Dan

## Book Information

Paperback: 288 pages

Publisher: Cardoza (August 9, 2005)

Language: English

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Average Customer Review: 3.8 out of 5 stars [See all reviews](#) (9 customer reviews)

Best Sellers Rank: #996,303 in Books (See Top 100 in Books) #106 in [Books > Humor &](#)

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## Customer Reviews

Dan 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.

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