Making the Big Red Machine: Bob Howsam and the Cincinnati Reds of the 1970s

Daryl R. Smith, Cedarville University

School or Department
Business Administration

Dates of Service
2018-

Description
With a line-up that included future Hall of Famers Johnny Bench, Joe Morgan, Tony Perez and Pete Rose, Cincinnati's "Big Red Machine" powered its way in the 1970s to six division titles, four pennants, and two World Series. Three other times in that decade they finished second in their division to the eventual pennant winner. While much has been written about the players and manager Sparky Anderson, no book until now has given adequate attention to the man behind the Machine, general manager Bob Howsam. From his hire in 1967 through the end of his first stint with the Reds in 1978, Howsam brought about a remarkable change in fortune for the Reds, who had claimed only one pennant in the 26 years before his arrival. This detailed history of baseball's last dynasty shows not only how the team performed but why, delving into the off-field strategy and moves behind the Reds' success.

ISBN
9780786439805

Keywords
Baseball, Cincinnati Reds, history

Publication Date
4-13-2009

Publisher
McFarland & Co.

City
Jefferson, NC

Recommended Citation
https://digitalcommons.cedarville.edu/faculty_books/208

Big Red Machine is a nickname for the Cincinnati Reds baseball team that dominated the National League from 1970 to 1979 and is widely recognized as being among the best in baseball history. The team won six National League West Division titles, four National League pennants, and two World Series titles. Its combined record from 1970-1979 was 953 wins and 657 losses, an average of more than 95 wins per season.