



The Impact Zone: Mastering Golf's Moment of Truth

Bobby Clampett, Andy Brumer

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"Bobby Clampett is one of the most knowledgeable golfing minds in the game."

?Tom Lehman, 1996 British Open Champion, 2006 U.S. Ryder Cup team captain

Impact has long been called golf's "moment of truth," and great golfers have spent countless hours working on their swings trying to upgrade their impact dynamics as the golf club approaches, contacts, then swings through the ball. For the first time, with *The Impact Zone*, golfers will have a book that focuses their attention on the very same region of the swing on which professional golfers have always concentrated. *The Impact Zone* is a unique instructional guide in that everything in it either focuses on or applies to improving a golfer's understanding and execution of impact. Here, acclaimed professional golfer Bobby Clampett concludes that the overwhelming bias and convention of today's contemporary teaching environment is to value swing styles over swing dynamics, and in so doing, the overwhelming majority of golf teachers miss the boat in terms of teaching the game effectively. Ultimately this emphasis on swing style comes at the expense of helping golfers to develop sound swing dynamics, which are the real keys to consistent ball striking and better golf.

With the help of CBS's Swing Vision high-speed camera?using images from many of the game's greatest contemporary players (including Tiger Woods, Phil Mickelson, John Daly, Vijay Singh, Sergio Garcia, and more)?*The Impact Zone* takes an unprecedented look at the most important six inches in golf, those that immediately precede, contain, and follow impact. To further demonstrate these principles, Clampett presents photos and drills that convey the five essential dynamics golfers need to produce and reproduce solid impact. Throughout these instructional pages, Bobby Clampett?teamed with veteran golf writer Andy Brumer?relays his own personal story of straying from swing dynamics and how he found his way back. He recalls memorable stories from the Tour, blending innovative instruction with his colorful, engaging anecdotes. Clampett and Brumer create an essential instructional guide with clear, concise advice?on creating great swing dynamics through the impact zone?the universally acknowledged key to more consistent and better golf.

Advance Praise for *The Impact Zone*

"I had played many times against Bobby on the PGA Tour and was always impressed with his in-depth approach to the golf swing. But after working with him at CBS for several years, I have come to understand why. *The Impact Zone* will reveal to the golf world Bobby's unique insight as to why so many different 'styled' golf swings work. God knows my swing isn't one the named teachers are having their students copy, but it was good enough to win twenty-one PGA Tour events and the '77 PGA Championship. It's about time someone finally put in print to refute the myths about 'style of swing' and get down to the meat of the matter?impact! It's no surprise to me that Bobby was the one to get it done right!"

?Lanny Wadkins, lead golf analyst for CBS Sports

"It's great for all golfers that someone has finally structured an instruction book around dynamic impact. Nor does it surprise me that Bobby Clampett is the one to have done it. He is as good a student of the game as I've ever known. What's more, he was a great player in his day, and his journey as he struggled with his swing, as well as his experience as a commentator and observer of the contemporary game, qualifies him

more than most as a teacher to whom all interested in improving their golf games should listen. I know I will. His unique perspective will undoubtedly have a profound impact on the golf world for years to come."

?Johnny Miller, lead golf analyst for NBC Sports and author of *I Call the Shots*

"Back when we were both in college, Bobby was a boy genius in golf. For fifteen years as his colleague at CBS, I have continued to be amazed by his comprehensive knowledge of the golf swing. He remains as erudite about the technical nuances of the game as anyone on the planet, and I am thrilled he is now sharing his expertise with the rest of the world!"

?Jim Nantz, CBS Sports golf anchor

"Bobby Clampett is a true and loyal friend as well as one of the most knowledgeable golfing minds in the game. He has always known that the strike is what matters most. What the swing looks like is really of no concern; the quality of the impact between club and ball is the heart of the matter."

?Tom Lehman, 1996 British Open Champion and 2006 U.S. Ryder Cup team captain

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