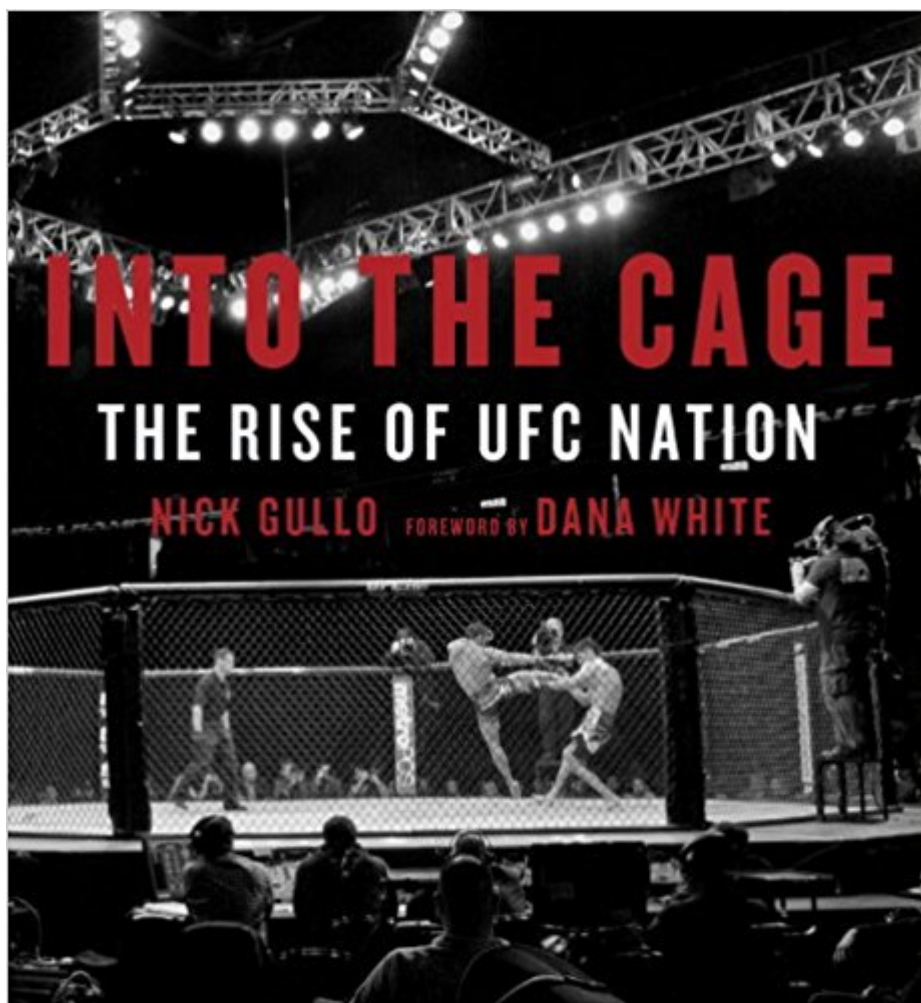




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# Into The Cage: The Rise Of UFC Nation



## Synopsis

In the late-1980s, a VHS tape circulated through the martial arts underground. The grainy video, *Gracies in Action*, showed a slim Brazilian fighter in a traditional gi fighting a boxer, a wrestler, and finally a karate master. Art Davie saw the tape, and with Rorion Gracie, devised *War of the Worlds*, a combat tournament featuring fighters from every discipline. In 1993, the Ultimate Fighting Championship debuted in Denver, Colorado, and 86,000 home viewers paid to watch. Since then, under the leadership of UFC president Dana White, the popularity of MMA has skyrocketed. In *Into the Cage*, UFC insider Nick "the Tooth" Gullo gives us an unprecedented tour through the world of ultimate fighting. Here you will find the history of mixed martial arts; an in-depth appreciation of mixed martial arts styles; a behind-the-scenes look at *The Ultimate Fighter*; and a glimpse into life with a fight team and what it takes to face an opponent in the Octagon. Through 196 remarkable photographs and never-before-told anecdotes, Nick Gullo gives UFC fans unparalleled access to the training, lives, and careers of some of MMA's most celebrated fighters, including Anderson Silva, Georges St-Pierre, Nick and Nate Diaz, Jon Jones, Ronda Rousey, and Chad Weidman; and also the people and personalities, from Joe Rogan to Arianny Celeste, who make the sport great. Above all, *Into the Cage* chronicles the hero's journey embarked upon by some of the toughest, most skilled fighters the world has ever seen. Fascinating, uncensored, and insightful, this remarkable first-hand account reveals the world's most compelling and fastest growing sport as it has never been seen before.

## Book Information

Paperback: 240 pages

Publisher: FENN-M&S (October 29, 2013)

Language: English

ISBN-10: 077103654X

ISBN-13: 978-0771036545

Product Dimensions: 9.2 x 0.6 x 10 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 13 customer reviews

Best Sellers Rank: #864,400 in Books (See Top 100 in Books) #129 in Books > Sports &

Outdoors > Individual Sports > Mixed Martial Arts #1949 in Books > Sports & Outdoors >

Individual Sports > Martial Arts #10586 in Books > Health, Fitness & Dieting > Exercise & Fitness

## Customer Reviews

Nick Gullo was born in New Orleans and raised in Las Vegas. He received a law degree and an MBA from Tulane University. An accomplished photographer and writer, his work has appeared in Vice and UFC Magazine among others. When not surfing and training jiu-jitsu in Newport Beach, Gullo follows the UFC around the world.

Says its by Nick Gullo.. I knew this guy as Nick "the tooth" on youtube. Dana White has these videoblogs leading up to UFC events, and this Nick guy is there. Kinda goony, funny as hell and has the best VIP access to the UFC. (perk of being Dana Whites friend I guess) The book is \$20, and it got here in a day and a half from when I ordered it.. During the week of Christmas. It didn't have any tracking info, sooooo I was thinking to myself, yeah I'm never seeing this book. But it got here fast as hell. Incredibly impressed with shipping speed. Especially since I chose the standard option. 10 inches in length. 9.5 inches in width. half an inch in height.. Over 200 pages long.. broken down to 14 chapters. 1. How did this Happen? 2. The History of MMA 3. Martial Arts styles 4. The hero's journey 5. fight club 6. do the evolution 7. the mountain 8. heavy is the crown 9. womens mma 10. TUF 11. the machine 12. joe rogan 13. dana white 14. fight week Incredibly polished, hi res photos mixed in with his own personal accounts with fighters and other details regarding the inner workings of the UFC you just wouldn't find out anywhere else... well, unless you work in the UFC. full page photo to full page of ext ratio? ~ 2:1 Get the book! any fan of the sport or of the UFC will LOVE it. and it was only \$22.

The Tooth is a brilliant guy! The book and his podcast are both phenomenal. Looking forward to his next book and a possible biography on Dana.

An interesting reading experience with a lot of information regarding a subject that really interests me. Recommended reading for fans.

Excellent book...I bought this for a friend and he really enjoys it.. Has all types of photos with a story

I knew Nick was a great photographer having followed him on twitter and instagram and bought this book expecting great photo. I got that, and then some. The writing in this might be even better than the photos and that's saying a lot. Nick's unique position in the world of UFC gives him a great view point to write from but the \*way\* he writes is enthralling. This is a must-have purchase for any fan of UFC.

Amazing.

Incredible coffee table book. From the first page I was captivated. The photos are incredible, and the writing brings you ringside and beyond as The Tooth takes us where most UFC fans really want to go. Into the locker rooms. The moment before and seconds after the fights. Insight from Dana White himself. The rich history of MMA, Jiu Jitsu, Karate, and beyond. And it's all from the voice of the mystery man himself: Nick The Tooth. Can't wait to bring mine to the next fight and fill it with autographs. If you're a fight fan this is a no brainer.

I was not a follower of the UFC until I recently purchased this book as a gift for a coworker. After purusing the wonderfully diverse collection of photographs, action and artistic combined, I began to read a bit here and there and was pleasantly surprised how well the text is written. Its like having a friend pull you into something they are really excited about and you, the reader, are more than willing to follow. Fans will cherish this book and newcomers will enjoy this trip down the MMA rabbit hole.

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