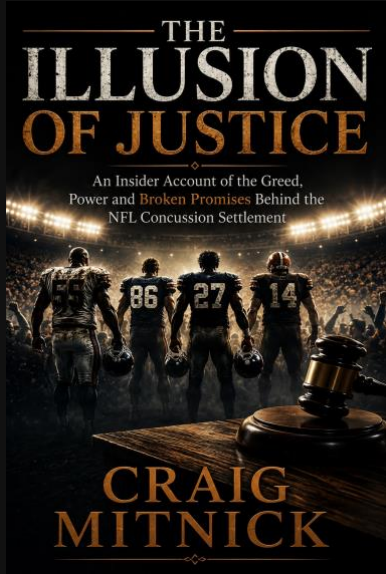


THE ILLUSION OF JUSTICE

The Greed, Power, and Broken Promises Behind the NFL Concussion Settlement

The headlines faded. The consequences did not.



Author: Craig Mitnick

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STRONGEST POSITIONING LINE

A first-person insider account of power, greed, broken promises, and what happened after the NFL concussion settlement headlines faded - while the private consequences continued.

SHORT DESCRIPTION

Attorney Craig Mitnick represented more than 1,400 retired NFL players in the aftermath of the NFL concussion settlement. In this firsthand account, he examines the human cost behind public reports, legal filings, and settlement headlines - revealing a story of football, brain injury, families, silence, trust, and institutional accountability.

WHY BOOKSTORES SHOULD STOCK IT

- Strong crossover appeal: football, sports nonfiction, legal memoir, public health, brain injury, and accountability.
- Seasonal retail hooks: NFL season, preseason, Super Bowl season, author events, media interviews, and brain injury awareness programming.
- Author platform: Craig Mitnick is an attorney and firsthand witness who represented more than 1,400 retired NFL players.
- Merchandising hook: "They were promised justice. But who was the settlement really designed to protect?"

Audience / Shelving

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Marketing Support

Book teaser and reels campaign; media outreach; interviews and podcasts; author events/signings; shelf talker, counter card, newsletter, and social copy.

AUTHOR BIO

Craig Mitnick is an attorney, author, and advocate who represented more than 1,400 retired NFL players connected to the NFL concussion settlement process. His work placed him close to the legal, human, and institutional consequences at the center of this story.

Suggested initial order: [5-10 copies] for shelf trial | [20-30 copies] for author event | Bulk/signed copies available by request

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