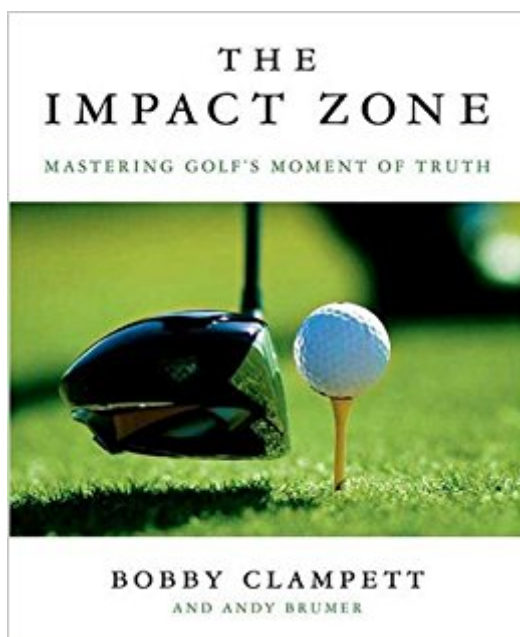


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The Impact Zone: Mastering Golf's Moment Of Truth



Synopsis

“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 1977 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

Book Information

Hardcover: 240 pages

Publisher: Thomas Dunne Books; 1st edition (April 3, 2007)

Language: English

ISBN-10: 0312354819

ASIN: B001F7AXIQ

Product Dimensions: 9.5 x 7.7 x 0.9 inches

Shipping Weight: 1.6 pounds

Average Customer Review: 4.4 out of 5 stars See all reviews (213 customer reviews)

Best Sellers Rank: #2,131,141 in Books (See Top 100 in Books) #190 in Books > Sports & Outdoors > Coaching > Golf #2874 in Books > Sports & Outdoors > Golf #18836 in Books > Sports & Outdoors > Individual Sports

Customer Reviews

It works! The highest accolade I can give a golf instruction book is that it actually works, and the drills and suggestions in this book actually work. I read the book over a weekend and tried the drills and swing thoughts over the past two weeks, and I see a marked improvement in terms of my ball striking and solid contact. I have every confidence that this book will work for you as well. As I write this review, I am staring at three shelves full of golf instruction books that I've read over the past 5 years (more than 70 books), and I can honestly say that this is one of the top three books that have improved my golf game. The other two are "Break 100 Now" by Mike Adams and TJ Tomasi and "The Only Golf Lesson You'll Ever Need" by Hank Haney. Also recommended is Ben Hogan's classic "The Five Lessons". Clampett's book is wonderful and highly recommended, and it's helped my game so much that I just had to write a review to share its benefits with fellow golfers who are as obsessed as I am. This is the first review I've written for any product on , so I must believe in the results and am motivated to share my experience. Good luck and hit 'em far and hit 'em straight.

Finally someone has explained what has been, at least for me, one of the greatest mysteries of the golf swing. The point of contact or, as Bobby Clampett more properly calls it, the Impact Zone. For it not only relates to the moment at which the ball is struck but also what happens to the club immediately after contact. To be specific, the area four inches in front of the ball. To quote Bobby Clampett, "If we could somehow change the way the game is taught, and begin working from the ground up with a focus on the golfers swing dynamics, and with the goal of moving their swing bottoms four inches in front of the ball, we could begin to make some real progress - progress that would both grow the game and make it immeasurably more enjoyable for those already hooked on playing it." This book works through each of the clubs , beginning with the putter and finishing with the driver, in a most systematic, logical and clear manner. The overall approach of the author's is to explain the five key dynamics of the golf swing. They are; Flat Left wrist at Impact Forward Swing Bottom Loading Lag and the Body Pivot The Guiding Dynamic He also deals with the importance of correct equipment selection. Overall I found this to be a most convincing and useful book. I wish someone had explained all this to me when I began the game. This book is suitable for all levels of golf ability.

This is the best golf instruction book ever. The main insight from the book that has transformed my game (scoring) is the realization that there is a relationship between where the ball is struck and handicap. Clampett claims, based on his analysis of golf swings using CBS' high speed camera technology (7,000 framers per second) that the pro golfer's swing bottoms out at 4 inches after

impact. The hacker about four inches before impact. The key is to do whatever you have to do to create impact like a pro. If you're able to do it, you'll probably execute the fundamentals of the golf swing properly, since there is only one correct motion that allows you to arrive at the desired impact. So, basically, focus on impact and the golf swing fundamentals will follow. Clampett's drill in which he draws a line in the sand and then has you practice having the club bottom out 4 inches in front of the line, is the most valuable drill ever. Clampett claims that the high handicap golfer, if he or she understands and practices the drill for about 30 minutes, will drop about 12 strokes off their handicap immediately. As a 15 handicapper, I have been able, almost overnight to take 10 strokes off my score just by practicing this drill. One of the keys here is confidence. Once you realize what you need to do, and can do it at will, the confidence you take into each shot is incredible. Also, this concept gives you a practice discipline. Simply practice to impact four inches after the line. It's that easy and the outcome is quite remarkable. Clampett has discovered a law (truth, key, etc.) that will in my opinion revolutionize golf instruction. Until the advent of the SwingVision camera technology, Clampett's discovery would not have been possible. Thanks, Mr. Clampett, for making golf enjoyable.

This is a very good book for golfers who have a good idea about how to grip the club properly and set up to the shot properly. With all the techno how to golf books on the market Clampett debunks most of the "style" instruction (instructors) and instead gives a very clear explanation of how pros achieve good impact and how the average golfer can do the same. If you think you already have a great full swing please take a look at Clampett's explanations for putting, chipping, and pitching. My guess is that if you do what Bobby says your short game will get better. This is a "gotta" have book.

Bobby is not shy about disputing some of the sacred tenets of golf instruction. While I am not sure that I agree with some of these ideas, they do give one pause for reflection and re-assessment. His writing is crisp and his little stories are on point for his arguments. This book could have been so much better (at least for me) if he had included some larger and full color photographs. Further, it would have been really instructive if he had included frame-by-frame super slow-motion close-up photo sequences to buttress his assertion that the best players swing down on their tee shots. More discussion of spin and launch angle comparisons between downward vs. upward attack angles would have been good, too. This one major criticism aside, I have to say that I will recommend this book to the few literate golfers that I know.

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