



Fighter: The Unauthorized Biography of Georges St-Pierre, UFC Champion

By Jerry Langton

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Fighter: The Unauthorized Biography of Georges St-Pierre, UFC Champion

By Jerry Langton

St-Pierre is two-time and current champion of the UFC's most desired and hotly contested weight class. He has forced other fighters to go to great lengths in an effort to unseat him.

But he's more than that. He's ramping up the popularity of the sport itself and the culture around it. St-Pierre is a marketer's dream. He's handsome, charismatic and funny in a self-effacing way. He's Canadian, fluently bilingual, came up from a difficult background with a few personal tragedies and has never been involved with drugs or crime or had his love life make any headlines. He's the man that the UFC is going to ride on in its quest to transform itself from niche market to mainstream.

It's already beginning. While other UFC fighters have sponsors like gyms and equipment suppliers, St-Pierre has signed multi-million-dollar deals with brands such as Under Armour and is even following in the footsteps of such luminaries as Michael Jordan, Peyton Manning and Sidney Crosby as a spokesman for Gatorade.

Fighter details the life of St-Pierre: how his talent, hard work and perseverance have paid off handsomely, and how his star has risen in the psyche of mixed martial arts fans around the world. It describes how he is held in high esteem by a huge number of Canadians despite the fact that his profession is looked down upon by many and is even illegal in several US States and Canadian Provinces. St-Pierre's ascent and fame have become a democratizing force, pressuring the establishment to take Mixed Martial Arts and Ultimate Fighting seriously in ways that it would not have without him.

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Editorial Review

From the Inside Flap

Georges St-Pierre is a UFC welterweight champion whose charm and good looks have made him the poster boy for mixed martial arts and its premiere league, the UFC. Dedicated to martial arts and MMA since it was a fringe spectacle, he is considered by many to be the best pound-for-pound fighter in the sport.

But St-Pierre is more than just today's champ—he's a marketer's dream: handsome, charismatic and funny in a self-effacing way. He is a fluently bilingual francophone Canadian who has strong family ties and had to work hard for everything he has achieved. He draws a line between his public image and private life. He is part of the top talent that the UFS is riding on in its ongoing transformation from niche market to mainstream sport.

Fighter is the first book to be published about the ascent of Georges St-Pierre. From his childhood in small-town Quebec to his brutally efficient title defense against Josh Koscheck, author Jerry Langton reveals a portrait of an athlete with uncommon physical strength, mental toughness, and superb discipline. *Fighter* also takes the reader inside the Octagon, dissecting the pivotal MMA wins—and losses—GSP has experienced in his meteoric career. Woven into the story of the rise of GSP is the transformation of the UFC into a serious contender against the heavyweight leagues of the NBA, NFL, and MLB for the hearts, minds, and dollars of sports fans in North America and abroad.

Langton's painstaking research, background interviews and vivid fight recaps detail the history and current state of MMA, the UFC and of GSP himself, and how vitally invested they are in each other's future. For Georges St-Pierre, the future is all about retaining his championship title against opponents who will step up their game. His legion of fans can hardly wait.

From the Back Cover

Fighter details the life of Georges St-Pierre inside the ring and out: how his talent, hard work and perseverance have paid off handsomely, and how his star has risen in the psyche of mixed martial arts fans around the world. St-Pierre's ascent and fame have become a democratizing force, pressuring the establishment to take Mixed Martial Arts and Ultimate Fighting seriously in ways that it could not have without him. With insightful fight analysis and an eye to the future of the athlete and the sport, Jerry Langton has crafted a biography accented with stories from people who know the fighter and the man, and worthy of the most ardent fan of GSP.

About the Author

Jerry Langton is a journalist and sports writer whose work has appeared in Maclean's, the *Globe and Mail*, the *Toronto Star*, *National Post*, and *Hamilton Spectator*. He formerly worked for the *Daily News* in New York, Langton has also penned bestselling titles on outlaw motorcycle gangs.

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