



# Comeback 2.0: Up Close and Personal

*Lance Armstrong*

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## **Comeback 2.0: Up Close and Personal** Lance Armstrong

After three years in retirement following his record-setting seventh Tour de France win—which he accomplished after successfully battling the testicular cancer that almost killed him—Lance Armstrong announced his return to professional cycling to help promote a Global Cancer Campaign. *Comeback 2.0* is Lance Armstrong's first-person photo-journal of his 2009 comeback season with the goal to take the LIVESTRONG message around the world..Heavily illustrated with color photos and text , *Comeback 2.0* includes an introduction by Lance that frames his decision to return to competitive cycling followed by journal-like entries written through the course of his comeback season beginning with the Tour Down Under, followed by the Tour of California, his spectacular crash in the first stage of the Vuelta a Castilla y Leon race in Spain that resulted in a broken collar bone, the Giro d'Italia, and finally the Tour de France. The journal entries will accompany spectacular four-color photos, that offer breathtaking views of the race stages as well as intimate, behind-the-scenes shots. Renowned sports photographer and photojournalist Elizabeth Kreutz has been granted unparalleled access to Lance's day-to-day world in this, his most triumphant season. .

## **Comeback 2.0: Up Close and Personal Details**

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Author : Lance Armstrong

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## **From Reader Review Comeback 2.0: Up Close and Personal for online ebook**

### **Mike says**

A nice picture book of Lance Armstrong's comeback. I really enjoyed it. However, I couldn't help but feel that it was positive PR for Lance. He seemed to always say the right thing.

The big thing I learned is Lance was excited that Obama won the election. I thought he was a Texas republican.

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### **Teri says**

I ordered this book at the same time as "It's Not About the Bike." It has been very intriguing to me to learn about his life. The pictures in this book are up close and personal. I read this book in the middle of the other. This book is mostly pictures, with a few short thoughts about each one from Lance himself. The pictures depict many moments in his life. I highly recommend for anyone looking to learn more about Lance. Despite the doping that has plagued his career, he has lived a fairly remarkable life.

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### **Trish says**

This book is like a quick update of Lance Armstrong's life over the period of about a year, told with pictures and a few sentences. He doesn't waste air/space — his writing is very straightforward; to the point while also coming across very relaxed.

The images are great - my favorite was the one with the giant jar of Nutella. The jar is bigger than the pitcher of orange juice on the table next to it. It says so much about this native Texan to be eating Nutella every morning for breakfast. He has traveled and biked in many places all over the globe. There is so much more than meets the eye. And yet, he's so nonchalant. He is incredibly fit and there are some amazing pictures of him working out or just standing there with every muscle defined. He is even healthy enough to father a fourth child after all the cancer treatments he has endured. What a miracle. He has triumphed in his fight against cancer and in his professional races. There's nothing he can't do that will dim with time. Even if he never wins another Tour de France... he so has conquered life.

Having read an earlier autobiography, I notice a lot of changes in his perspective. He's very calm. He's grateful. He still has that incredible drive that is unique to Lance Armstrong, the winner of seven Tour de France races, but I like him now. Before, I couldn't imagine being friends with such a crazy hothead, but now he has mellowed enough for me to imagine hanging out with him. Even the French seem to be warming to him.

My second favorite picture is second to last, where he's riding in Ireland and invited any cyclists to join him via Twitter. So many showed up - this was something fun, but in everything he does, he is bringing global awareness to the cause of fighting cancer. What a worthy life he leads, so full of purpose and focus.

May God continue to bless Lance Armstrong!

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### **Jtomassetti says**

COMEBACK 2.0 by Lance Armstrong with photos by Elizabeth Kreutz is a coffee table book. The photos of Lance during his 2008-2009 seasons are excellent which is why Liz Kreutz needs to be on an equal level with Lance when reviewing this book.

The written part of the book can be read in one quick session. Nevertheless, Lance holds nothing back and puts his strong beliefs on everything from Nutella to Obama right here in black and white. However, sometimes his strongest statements are not in writing. One section shows a picture of Lance, Andreas Kloden and Alberto Contador warming up on stationary bikes before a race. About Kloden, Lance writes, "Andreas is a talented rider and total; team player.". Lance doesn't even mention Contador in that caption.

Overall it is a good book to add to your cycling collection.

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### **Steve says**

Nice photo-journalism work by Elizabeth Kreutz. For that reason, I'd anxiously anticipated this book when it came out, and I really enjoyed it. Truly inspirational stuff. Indeed, for a while, I even had the poster version of the cover photo on my office wall. At the time, an epic story, beautifully told.

Frankly, it makes me a little sad that Armstrong is listed as the sole author and Kreutz's name is ignored (even though it's prominently displayed on the cover). Who is fooling who? This is a photo book, and she took the pics!!!

Alas, like many books on the cycling shelf, this one has gravitated from the non-fiction shelf to the fiction shelf, even if the Library of Congress never re-categorized it.

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### **Chris Cutter says**

Still one of the best cyclists out there regardless of the PEDs. Great look into Lance's life and the behind the scenes of a TDF cyclist.

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### **Brian says**

Some great pictures of his second coming, but they largely capture moments DURING the process, not really commentary ON the process -- and certainly no visceral discussion of the motivators FOR the process. This is just the flavor of "up close and personal" I'd expect from a rock star: beguiling personal pictures that are

concomitantly intriguing and vapid.

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### **Francis says**

The photography in this book is very well done. That is the one positive that I can pull from this book.

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### **Steve says**

This book differs from Lance Armstrong's previous two in that it is a photojournalism piece instead of a narrative. The photos are great, and the captions - though short - combine to provide insight into the story of his comeback from his decision to return to the Tour de France through his training and through the race itself. The book is nearly equally dedicated to chronicling his international efforts for the Lance Armstrong Foundation as it is to racing.

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### **Sam says**

i liked this book it isnt the best book to actually read but it is good for seeing his life and his kids..... and its really cool for me because i know him and the kids along with the photographer and kristen lances x-wife she is one of my moms best friends!!!!

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### **Zelda Ber says**

This book is not about him, is about a reflection of life. and how to fight for it. it really.blow my mind and gave a great sence of comfort. It can be a.greater present for any person that feels weak, a great support lesson.

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### **Gary says**

I really enjoy reading about / seeing pictures of Lance Armstrong. I added that second bit because this book is mainly a picture book - a glimpse into his life as he came back from "retirement" to ride the Tour de France again in 2009. I've read his previous two books and remain a big fan. This book will give you motivation to push through adversity! Highly recommended.

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### **Debbie Jeffrey says**

A pictorial view of Lance and his year prior to coming back to compete in the Tour de France. Stunning pictures. Especially interesting were the pictures detailing the intrusiveness of drug testing.

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**John Sutter says**

Fiction!

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**Pam Masters says**

I am a huge fan of Lance Armstrong. And I loved this book. Its a great look into his life.

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