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Our anonymous NFL columnist has a problem: Too many guys play for the paycheck.

16 NEXT LEVEL

Midseason coaching changes can trigger sharp turnarounds in any sport. But fans shouldn't fall in love with the new boss-and front offices shouldn't hand out fat contractsuntil they see long-term successes

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Guest writer Tommy Tomlinson kicks off our new column by discussing something that happens to everyone, and especially to elite athletes: falling down.

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OFF THE FIELD / BETWEEN THE CRACKS

The road to the Super Bowl is treacherous, nerve-racking and downright fun. How do we know? Some NFLers told us so ... Ducks forward Corey Perry battles Mrs. Ryan Getzlaf **FOR LOVE OR THE GAME** ... **SIX** THINGS you should know about being a first responder for action sports ... A **COLLECTION** of medallions used for the Super Bowl coin toss ... LA Kings wing Dustin Brown smiles wide for **BODY SHOT**.

PLAY

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47 NBA

NBA vets rarely become better shooters midway through their careers. Try telling that to Josh Smith, Al Jefferson and Richard Jefferson.

For football fans and their on-field heroes, the phrase "Super Bowl Champion" has, quite literally, a great ring to it

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A blazing-hot offense coupled with a full-court press D is helping San Diego State make impressive inroads into March.

58 THE MOMENT: Danny Davis

Horsing around on an ATV forced the high-flying snowboarder to miss a year of competition, including last year's Olympics, because of a broken back. He's since learned his lesson.

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