

## 7: The Magical, Amazing and Popular Number Seven

*David M. Eastis*

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**David M. Eastis : 7: The Magical, Amazing and Popular Number Seven** before purchasing it in order to gage whether or not it would be worth my time, and all praised 7: The Magical, Amazing and Popular Number Seven:

2 of 2 people found the following review helpful. "7" scores a touchdownBy Jeff March7 The Magical, Amazing and Popular Number SevenI bought this book because I have had good luck with the number 7 and wanted to learn more. I already knew that many star athletes are highly protective of their numbers on their jerseys, which in many cases become intertwined with their identities. But I was surprised to learn in David Eastis' book "7" that not only athletes

but also a large number of actors and other celebrities have a strong affinity for numbers, and particularly for the number 7. The number 7 became synonymous with numerous high-profile quarterbacks, including Ben Roethlisberger, Boomer Esiason, Joe Theismann, Ron Jaworski, Randall Cunningham, Danny Wuerffel, Chris Redman and John Elway, who is quoted the book about why he believes it is an opportune number for him. And in baseball, Micky Mantle, Cal Ripken Jr., Leo Durocher, Billy Martin and scores of other players were inseparable from the number 7. It's pretty cool that Kevin Johnson, who wore No. 7 as a point guard for the Phoenix Suns of the NBA, is the newly elected mayor of Sacramento, Calif. KJ said, "Every time I pulled that No. 7 over my shoulder, it was an honor.." I also like John Elway's quote in the book. He told the author, "It gradually became as much of my identity as my name. People throughout the years would call out to me, 'Hey 7, good game' or 'You suck, 7' -- but either way, '7' is who I became. To this day, my autograph always includes the number 7." The author's Web site ([...]) has additional information and photos of John Elway, actress Yvonne Craig (who gave David the nickname "7"), and cool trivia about 7-Eleven. Check it out.

0 of 0 people found the following review helpful. 7By Eunice FearceVery interest book. Had some very interest words about the number 7, you would be amaze how the number 7 is mention in the bible.3 of 3 people found the following review helpful. "7" is an enjoyable diversionBy Marti ChildsNumbers exert substantial influence in cultures throughout the world. I have seen other books that describe the imprint of numerals in spirituality, music, the visual arts, science and -- well -- innumerable other disciplines. A book that concentrates on one specific number is rare, however. The book "7" by David Eastis comprehensively documents the confluence of the number 7 in apparent as well as underlying and obscure aspects of our lives. David makes a convincing case, variously using wit, humor and reverence, that the prevalence of seven and its multiples is more than serendipitous. The week has seven days, rather than six or eight or 10. Earth is composed of seven continents and seven ocean bodies. The pH balance of pure water is 7; the musical scale consists of seven notes; a rainbow contains seven colors; the Earth's atmosphere consists of seven discrete layers; our solar system contains seven other visible planets and luminaries. This book uncovers hundreds of examples -- some whimsical, some mystifying -- of the ways in which the number seven is intertwined with human existence. "7" is an enjoyable diversion.

The popular number 7 has held special significance for thousands of years. Enjoy the seven book which brings the "7-phenomenon" to life. This first-ever book about seven by David Eastis includes stories of the relationships of 7 to Jesus, Elvis and Oprah. The 7 book reveals what celebrities have said about 7 including John Elway, Boomer Esiason and Robert F. Kennedy. This entertaining 7 collection explores seven in pop culture, art, sports, religion, language and commerce.

7: The Magical, Amazing and Popular Number Seven is the first-ever book devoted to the cultural influence of the number 7. 7 explores the magnetism that the number 7 has exerted, from ancient cultures to the present day. Eastis, an enthusiast and authority on the number 7, brings the "7 phenomenon" he has identified to life with more than 2,777 references to the number that has held special and sacred significance for thousands of years. "7"--the seven book--documents the strong symbolism of the number 7 and its multiples for people of widely divergent backgrounds, including Mother Teresa, Jesus, Elvis Presley, Gandhi, Barack Obama and Oprah Winfrey. The book also reveals how the number 7 influenced people as divergent as philosopher Aristotle, original Batgirl actress Yvonne Craig, 7 Eleven Inc. CEO Joe DePinto, NFL quarterback Boomer Esiason, and the late U.S. Sen. Robert F. Kennedy. The book is a comprehensive study exploring the influence and incidence of the number 7 in pop culture, sports, religion, cinematography, literature, language, in cultures throughout the world, in sales and merchandising, and in art. The world has 7 continents and 7 seas. 7 is the pH balance for pure water. The musical scale consists of 7 notes. More people were married on 7-7-07 than on any other day in history because of the rare alignment of three 7's. Charles Gibson of ABC News called that date the "trifecta of good fortune." Nearly half of the 32 NFL quarterbacks wore a No. 7 jersey in 2007. John Elway, No. 7 for the Denver Broncos and Stanford University, told the author, "People throughout the years would call out to me, 'Hey 7, good game' or 'You suck, 7' -- but either way, '7' is who I became. To this day, my autograph always includes the number 7." Corporations find the numeral 7 seductive. Popular brands include 7-Eleven, 7-Up, Seagram's 7-Crown, Jack Daniel's No. 7 Tennessee Whiskey, Seventh Generation, 7x7 magazine, Michael-David Vineyard's 7 Zins and also 7 Heavenly Chards wines, No 7 cosmetics, Boeing 777, Lotus Seven, Caterham 7, Mazda RX-7 and CX-7, Audi Q7, PS7's at 777 I Street in Washington, D.C. and 7 For All Mankind jeans. "No book about seven would be complete without paying homage to a heptad of deserving individuals and organizations," said "7" author David Eastis. "In this 7 book, I salute the many exceptional athletes who wore No. 7, including John Elway, Mickey Mantle and Boomer Esiason. My seven book also pays homage to the ubiquitous 7-Eleven stores, legendary Jack Daniel's Old No. 7 and the fabled 7 wonders of the world. And, of course, one of my favorites - 007, the world's most famous spy. I had seven times more fun than anyone should have had writing this first-ever book about seven. I hope after reading "7" that you are as amazed as I am to know that great things come in sevens." David Eastis wonders if your magical and amazing number is 7? --Aventine Press, December 4, 2009