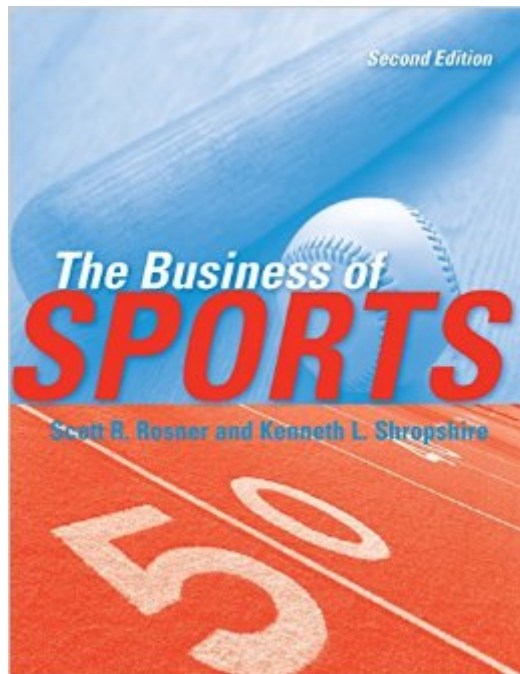


The book was found

The Business Of Sports, 2nd Edition



Synopsis

The Business of Sports, Second Edition is a comprehensive collection of readings that focus on the multibillion-dollar sports industry and the dilemmas faced by today's sports business leaders. It covers professional, Olympic, and collegiate sports, and highlights the major issues that impact each of these broad areas. The Second Edition provides insight from a variety of stakeholders in the industry and covers the major business disciplines of management, marketing, finance, information technology, accounting, ethics, and law. Each chapter features concise introductions, a broad range of focused readings and targeted discussion questions, and graphs and tables to convey relevant financial data and other statistics.

Book Information

Paperback: 770 pages

Publisher: Jones & Bartlett Learning; 2nd edition (October 26, 2010)

Language: English

ISBN-10: 0763780782

ISBN-13: 978-0763780784

Product Dimensions: 8.5 x 1.6 x 11 inches

Shipping Weight: 3.2 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (9 customer reviews)

Best Sellers Rank: #200,286 in Books (See Top 100 in Books) #9 in [Books > Law > Specialties > Sports](#) #172 in [Books > Business & Money > Industries > Sports & Entertainment](#) #1449 in [Books > Textbooks > Law](#)

Customer Reviews

Chariot races in ancient Rome were structured as a league, with corporations owning each of the four teams that initially competed at the Circus Maximus - this later expanded to 16, at a cost of millions of 'sesterces.' The original generation of professional team owners in the U.S. was largely composed of men with play and/or coaching backgrounds who wore multiple hats - George Halas, Curly Lambeau, Connie Mack, Charles Comiskey, Clark Griffith, and John McGraw. The second generation of league owners was comprised largely of men who had made money in other industries - Ray Kroc, Charlie Finley, and Gene Autry. The third generation is marked by individuals who have accumulated vast fortunes (Paul Allen, Mark Cuban, Jerry Jones) and purchased sports organizations for a range of reasons, business (eg. real estate interests - Tom Hicks hopes to use ownership of the Texas Rangers to develop 270 acres of real estate around the ballpark, boost local

business visibility) to pleasure. Foreign ownership is rising (eg. Russia's Mikhail Prokhorov - New Jersey Nets), especially in Europe. Corporations are also an important part of this third generation - Red Bull, Comcast, and Cablevision, using their sports holdings to improve their core businesses. Not all have been successful - eg. Disney failed to effectively capture media-related revenues, Time Warner overestimated its ability to charge national advertising rates for broad cable distribution of team broadcasts via TBS, News Corp found the Dodgers became lost within the larger entity and incurred substantial operating losses. Another problem - sports revenues are highly seasonal and do not fit well with quarterly earnings pressure.

[Download to continue reading...](#)

Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Football: How It Works (The Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Sports Illustrated For Kids Year In Sports 2007 (Scholastic Year in Sports) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Quickbooks: A Simple QuickBooks Guide to Best Optimize Bookkeeping for Your Small Business (2nd Edition) (Quickbooks, Bookkeeping, Quickbooks Online, Quickbooks ... Business Taxes, Small Business Accounting) The Business of Sports, 2nd Edition Sports Illustrated Kids Big Book of Why Sports Edition Michael Jordan: Legends in Sports (Matt Christopher Legends in Sports) Paralympic Sports Events (Winter Olympic Sports) Stephen Curry: The Best. Easy to read children sports book with great graphic. All you need to know about Stephen Curry, one of the best basketball legends in history. (Sports book for Kids) BMX Freestyle (Torque Books: Action Sports) (Torque: Action Sports) Yes, She Can!: Women's Sports Pioneers (Good Sports) Combat Sports (Summer Olympic Sports) The World's Greatest Soccer Players (The World's Greatest Sports Stars (Sports Illustrated for Kids)) Soccer: How It Works (The Science of Sports (Sports Illustrated for Kids)) Peter Read Miller on Sports Photography: A Sports Illustrated photographer's tips, tricks, and tales on shooting football, the Olympics, and portraits of athletes Sports Illustrated NFL Quarterback [QB]: The Greatest Position in Sports Stephen Curry: The Best. Easy to read children sports book with great graphic. All you need to know about Stephen Curry, one of the best basketball legends. (Sports book for Kids) Babe Ruth: Legends in Sports (Matt Christopher Legends in Sports)

[Dmca](#)