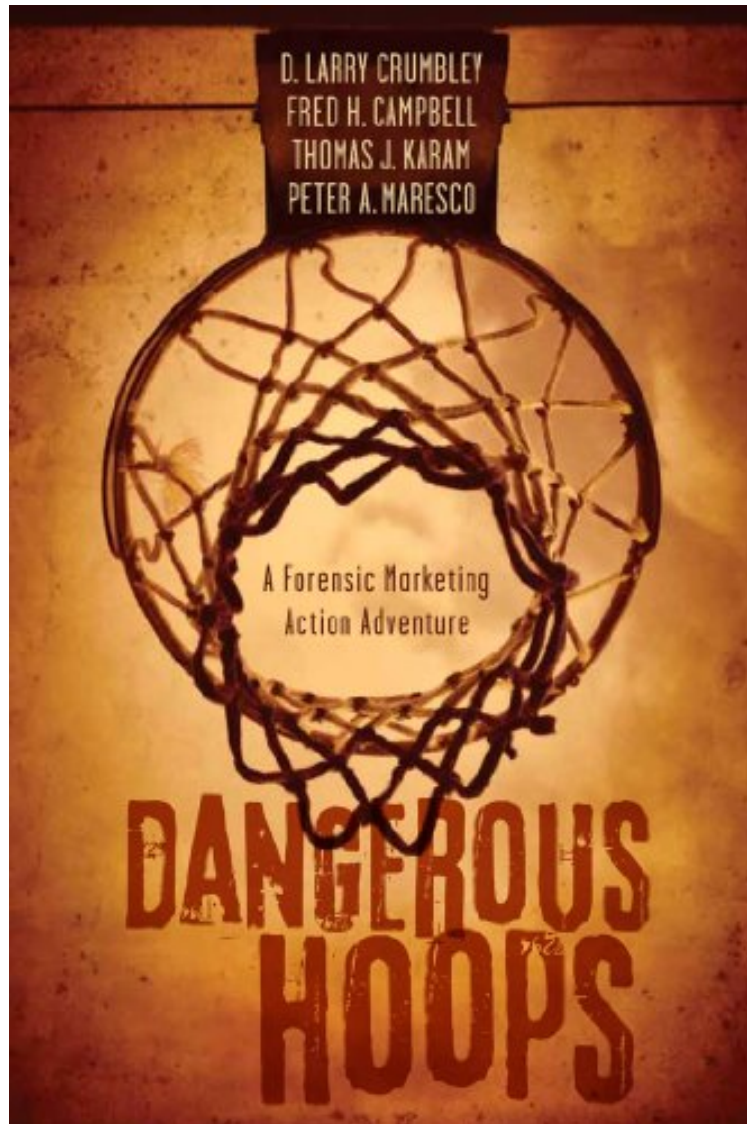


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Dangerous Hoops: A Forensic Marketing Action Adventure (LSU Press Paperback Original)

D. Larry Crumbley, Fred H. Campbell
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D. Larry Crumbley, Fred H. Campbell : Dangerous Hoops: A Forensic Marketing Action Adventure (LSU Press Paperback Original) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dangerous Hoops: A Forensic Marketing Action Adventure (LSU Press Paperback Original):

2 of 2 people found the following review helpful. Dribbles...shoots...AIRBALLBy glennnThis is a great idea--putting educational material into novel form--and I believe it may be a piece of our educational future. But if you like to read you will find the writing in this book laborious and tedious, and if you don't like to read (like many students don't) this

will probably be a painful experience. I love to read but I had to read the first paragraph twice just to figure out who/what I was reading about. The first few pages contain extraordinary levels of detail, but how do the exact dimensions of a sunken ship advance the story? Consider these factoids: Columbus first sighted the Caymans on May 10, 1503. Cayman Brac lies 86 miles NE of Grand Cayman, 5 miles E of Little Cayman, and 175 miles NE of Jamaica. Cayman Brac gets its name from the Gaelic word "brac." A diveable shipwreck in the area was 900 yards offshore (on the north side), 315 feet long, and 68 feet in length. The Women's National Basketball Association began on June 21, 1997; the defunct Women's Pro league had run from 1978-81. All of these are thrown into the first four pages of the narrative, making it sound more like a travel guide or Trivial Pursuit manual than an enjoyable story. At that point I stopped reading, and I had started out really wanting to like it. Hopefully the book picks up as it goes, but my fear is that students will lose interest before they ever get that far; I know I did.

Part crime novel, part textbook, *Dangerous Hoops* combines the principles of marketing and forensic accounting into a lively narrative to educate and entertain. Set in the world of professional sports, *Dangerous Hoops* introduces FBI agent Bill Douglass as he pursues a deadly extortionist in order to save lives—and spare the NBA from a public relations nightmare. The adventurous storyline—complete with demands for cash and diamonds, poisoned collectors' cards, and botched drop-offs—also explores aspects of business and marketing with examples from the world of pro basketball. Both innovative and educational, *Dangerous Hoops* provides real instruction in a novel form and serves as a refreshing text for business majors and MBA students.