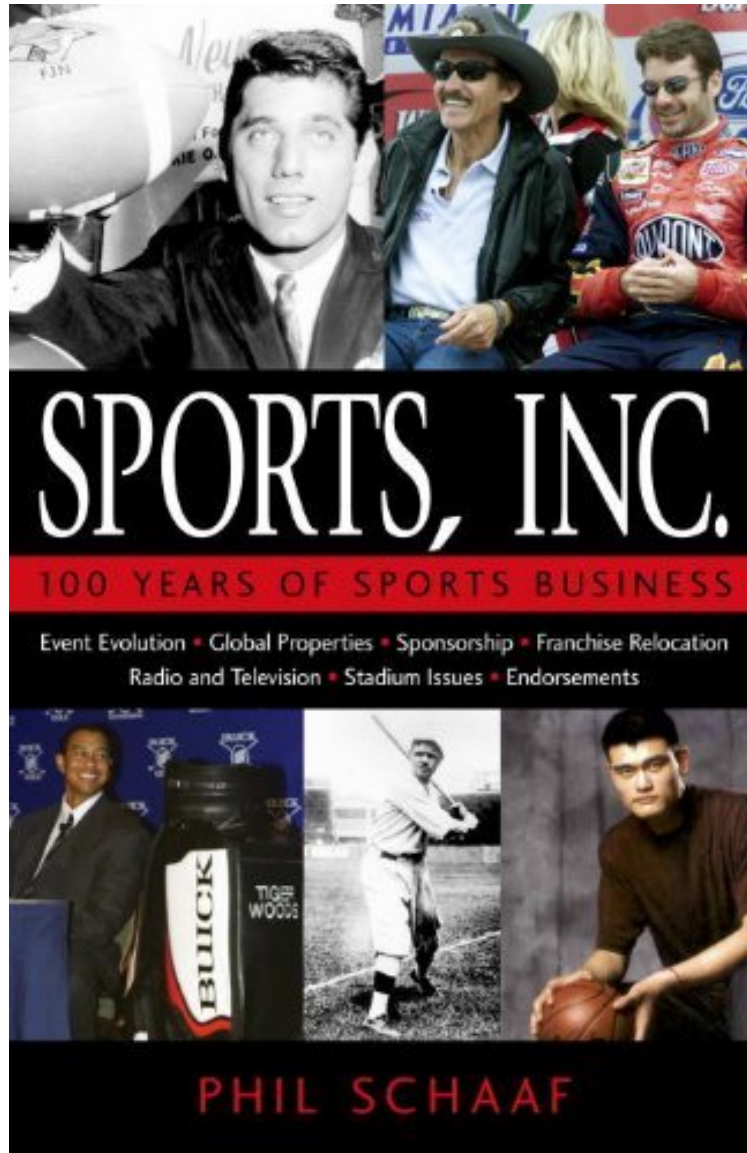


Sports, Inc.: 100 Years of Sports Business

Phil Schaaf

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Phil Schaaf : Sports, Inc.: 100 Years of Sports Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sports, Inc.: 100 Years of Sports Business:

8 of 8 people found the following review helpful. Excellent Overview: Informative InstructiveBy JT DavisI bought this book for the discussion on current sports marketing applications and methods. After reading those parts first, I then became absorbed with the narration on the background of the sports business industry itself which goes back into the late 1800's. The historical information is presented in stories and case studies of successes, failures, false starts and the big dreams of those who believed in sports as a profitable entertainment entity. The book closes by showing how

companies, TV partners and customers all gravitate to sports in order to market products and services and uses more case studies to show how the whole enterprise works. It is a great overview of both the supply and demand sides of sports: highly recommended for any sports fan and especially for those who work in sports, or for companies that sponsor sports programs.

It's not just a game anymore. Sports today, at both the amateur and professional level, is big business, and more and more people are becoming involved in the exciting careers and financial opportunities that sports entertainment offers. In this comprehensive overview of the sports industry Phil Schaaf traces the global evolution of sports entertainment, dissects current trends, and forecasts the likely evolution of sports as a major international enterprise. Divided into two parts, Schaaf begins with a historical overview of the forces that shaped teams, leagues, and sporting events from 1896 to 1975. Focusing on such diverse personalities as Jack Dempsey, George Halas, Babe Ruth, and Joe Louis, Schaaf illustrates how the star power of big-name athletes and the marketing savvy of promoters and business interests defined and cultivated the structure of sports entertainment that we know today. He also discusses the critical impact of such historical events as the integration of baseball, postwar euphoria, and acceptance of radio and television in the formation of the contemporary sports scene. The second part of the book begins in 1976 as the modern professional athlete starts to enjoy newfound legal leverage in labor matters and the "stadium game" becomes a major component of today's successful sports enterprises. Schaaf addresses criticisms that deals to build expensive new sports facilities represent corporate welfare at its worst, and he examines the real costs and benefits to teams and local communities. He also discusses the changing face of ownership and the clout of major stars and big-market sports cities. With the net worth of individual owners approaching one billion dollars, a minority of players receiving the bulk of payrolls, and the financial muscle of such big cities as New York and Los Angeles endangering the competitive balance, sports is no longer the entertainment our parents remember. With the latest information on one of the most dynamic and growing areas of the entertainment industry, Sports Inc. will enlighten students interested in a career in sports entertainment, sports marketing experts, and hardcore fans alike.

"...The book is packed with interesting facts and figures, a gold mine for bar bets." -- Charlotte Observer, October 25, 2004
"...very useful overview for students and those seeking an introduction to an issue not likely to go away..." -- Business Report/Baton Rouge, January 20, 2004
From the Inside Flap
It's not just a game anymore. Sports today, at both the amateur and professional levels, is big business, and more and more people are becoming involved in the exciting careers and financial opportunities that sports entertainment offers. In this comprehensive overview of the sports industry, Phil Schaaf traces the global evolution of sports entertainment, dissects current trends, and forecasts the likely evolution of sports as a major international enterprise. Divided into two parts, SPORTS, INC. begins with a historical overview of the forces that shaped teams, leagues, and sporting events from 1896 to 1975. Focusing on such diverse personalities as Jack Dempsey, George Halas, Babe Ruth, and Joe Louis, Schaaf illustrates how the star power of big name athletes and the marketing savvy of promoters helped shape the structure of sports entertainment. He also discusses the critical impact of such historical events as the integration of baseball, postwar euphoria, and acceptance of radio and TV in the formation of the contemporary sports scene. The second part of the book begins in 1976 as the modern professional athlete starts to enjoy newfound legal leverage in labor matters and the "stadium game" becomes a major component of today's successful sports enterprises. Schaaf addresses the argument that deals to build expensive new sports facilities represent corporate welfare at its worst and examines the real costs and benefits to teams and communities. He also discusses the changing face of sports ownership, the rise of modern sponsorship, and the clout of major stars and big market sports cities. With the net worth of individual owners approaching a billion dollars, a minority of players receiving the bulk of payrolls, and the financial muscle of such cities as New York and Los Angeles endangering the competitive balance, sports is no longer the entertainment our parents remember. With the latest information on one of the most dynamic and growing areas of the entertainment industry, SPORTS, INC. will enlighten students, sports marketing experts, and hard-core sports fans alike.
About the Author
Phil Schaaf is a consultant based in northern California, and the author of Sports Marketing: It's Not Just a Game Anymore.