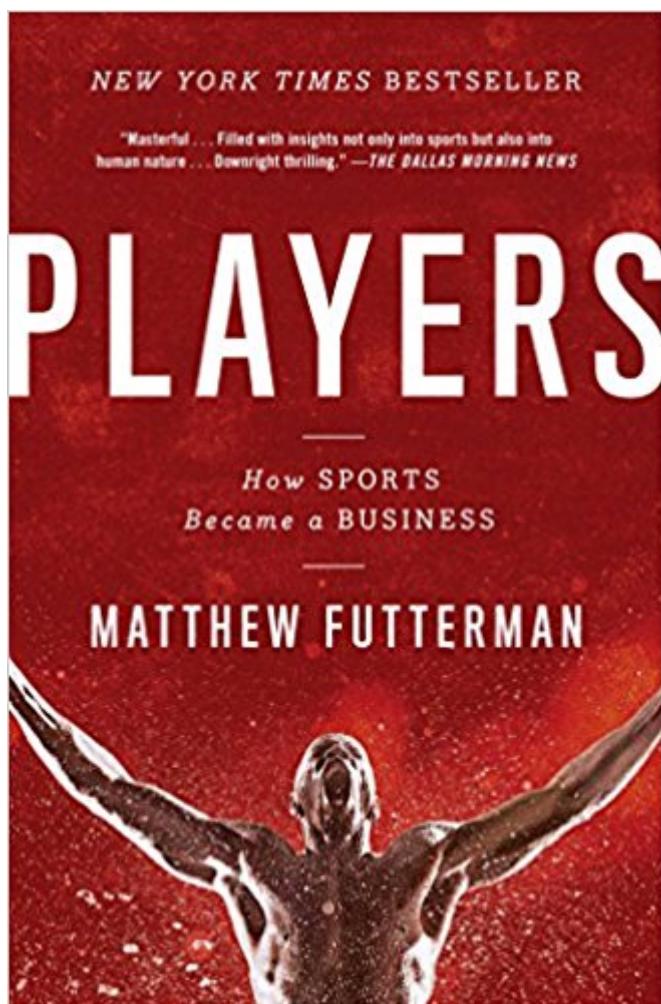


The book was found

Players: How Sports Became A Business



Synopsis

“Provocative . . . terrific stories” (The New Yorker) of the people who transformed sports in the span of a single generation • from a job that required even top athletes to work in the off-season to make ends meet into a massive global business. It started, as most business deals do, with a handshake. In 1960, a Cleveland lawyer named Mark McCormack convinced a golfer named Arnold Palmer to sign with him. McCormack simply believed that the best athletes had more commercial value than they were being paid for • and he was right. Within a few years, he raised Palmer’s annual income from \$5,000 to \$500,000, and forever changed the landscape of the sports industry, transforming it from a form of entertainment to a profitable and fully functioning system of its own. “A remarkable saga” (The Dallas Morning News), *Players* features landmark moments, including the multiyear battle to free Palmer from a bad deal with the Wilson Sporting Goods Company; the 1973 Wimbledon boycott, when eighty-one of the top tennis players in the world protested the suspension of Nikola Pilic; baseball pitcher Catfish Hunter’s battle to become MLB’s first free agent; and how NFL executives transformed pro football from a commercial dud to the greatest show on earth. “An entertaining, illuminating read” (New York Journal of Books), *Players* is a riveting, fly-on-the-wall account of the rise and creation of the modern sports world, and the people who made it happen. “No part of the media and entertainment industry has seen a more substantial economic transformation than sports.” A half-century tour spanning a variety of widely recognized and lesser-known sports figures and competitions that have played roles in the industry’s development. *Players* could not be more timely (The New York Times).

Customer Reviews

“Masterful . . . A remarkable saga . . . Filled with insights not only into sports, but also into human nature . . . Downright thrilling.” “Provocative . . . There are also terrific stories.”

Matthew Futterman is a senior special writer for sports with The Wall Street Journal. He has previously worked for The Philadelphia Inquirer and the Star-Ledger of New Jersey, where he was a part of the team that won the Pulitzer Prize for Breaking News in 2005. He lives in New York with his wife and children. *Players: The Story of Sports and Money, and the Visionaries Who Fought to*

Create a Revolution is his first book.

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

Players: How Sports Became a Business The Business of America is Lobbying: How Corporations Became Politicized and Politics Became More Corporate (Studies in Postwar American Political Development) Skateboarding: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Football: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Hockey: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) The Most Popular Baseball Players - Sports for Kids | Children's Sports & Outdoors Books How I Became A Ghost • A Choctaw Trail of Tears Story (Book 1 in the How I Became A Ghost Series) How March Became Madness: How the NCAA Tournament Became the Greatest Sporting Event in America How Everything Became War and the Military Became Everything: Tales from the Pentagon Ronaldo: A Boy Who Became A Star. Inspiring children book about Cristiano Ronaldo - one of the best soccer players in history. (Soccer Book For Kids) Ronaldo: A Boy Who Became A Star. Inspiring children book about Cristiano Ronaldo - one of the best soccer players. (Soccer Book For Kids) The Millionaire Poker Players Secret Handbook: Millionaire Poker Players Success Secrets Revealed Legends: The Best Players, Games, and Teams in Football (Legends: Best Players, Games, & Teams) Legends: The Best Players, Games, and Teams in Basketball (Legends: Best Players, Games, & Teams) Legends: The Best Players, Games, and Teams in Baseball: World Series Heroics! Greatest Home Run Hitters! Classic Rivalries! And Much, Much More! (Legends: Best Players, Games, & Teams) Advanced Dungeons & Dragons Players: Players Handbook Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) Sports Illusion, Sports Reality: A Reporter's View of Sports, Journalism, and Society

[Contact Us](#)

[DMCA](#)

[Privacy](#)

FAQ & Help