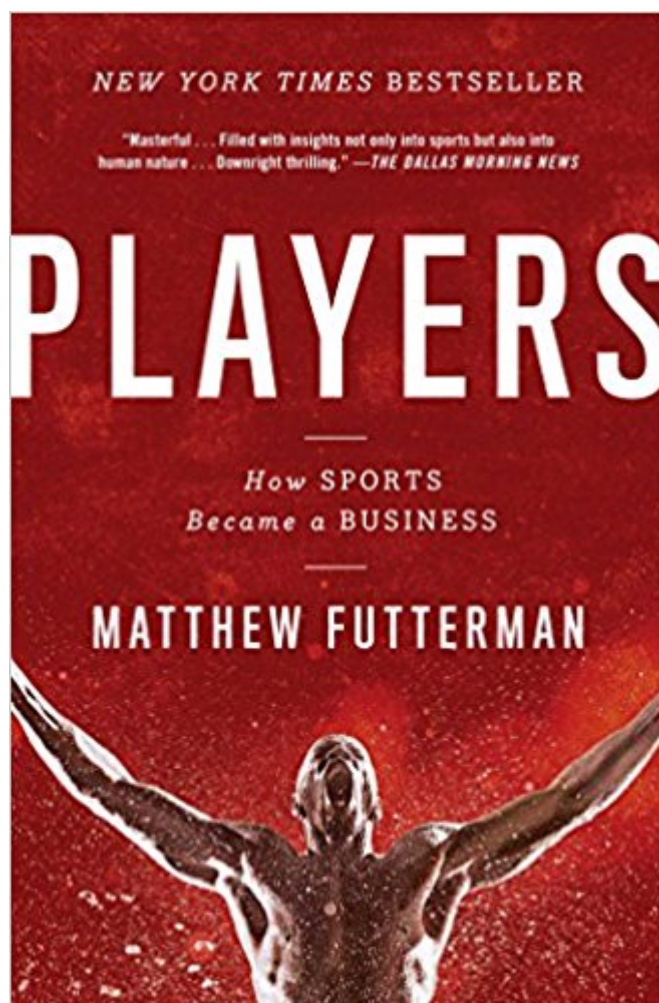




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Players: How Sports Became A Business



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” “filled with insights not only into sports, but also into human nature” (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.

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