



The Name of the Game: The Business of Sports

Jerry Gorman, Kirk Calhoun

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Combines the business acumen of Ernst & Young with the inside knowledge of renowned sports writer, Skip Rozin, for a unique behind-the-scenes look at how sports have evolved from games to big business. Explains the business reasons behind why popular players are traded, why teams move from cities full of loyal fans, the importance of TV in sports and the real value of advertising to sports teams. Features interviews with sports enterprise figures including Victor Kiam, Jerry Jones and Red Auerbach.

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