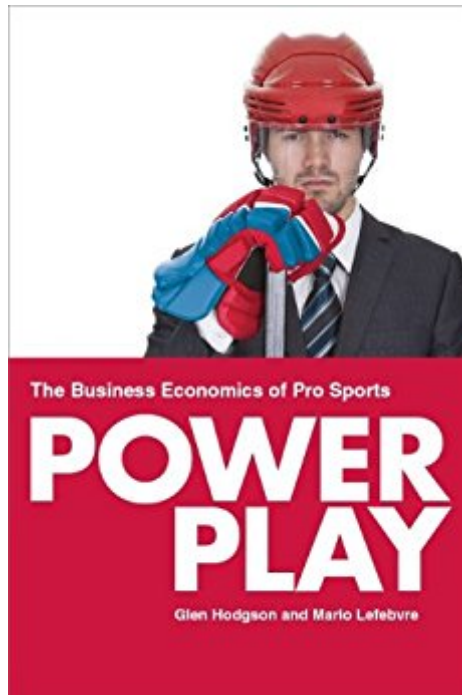


The book was found

Power Play: The Business Economics Of Pro Sports



Synopsis

This book analyses why some pro sports franchises succeed, financially and competitively, while others fail. As a foundation, it examines the economic conditions of the communities in which franchises are based, considering factors such as the population base, income levels, presence of head offices, and key competitive conditions like taxes and the exchange rate. It next looks at the operating conditions for pro sports leagues, including the allocation of franchises, collective bargaining agreements with the players, salary caps and revenue sharing. It discusses franchise ownership and management, and the politically hot topic of who should pay for new pro sports facilities. The book compares pro sports leagues to economic systems â and reveals which league is the most socialist, and which is the most capitalist. It concludes with a â œfearless forecastâ • of what the Canadian pro sports scene could look like in 2035, with lots of room for growth in leagues and teams, if the underlying necessary conditions can be met. So there is something in this book for every observer of business, the economy and society, even if you arenâ™t a big sports fan -- although it helps to be one.

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