

Announcing the Publication of...

The Bottom Line

Observations and Arguments on the Sports Business
Andrew Zimbalist

In **The Bottom Line**, one of the foremost sports economists writing today, Andrew Zimbalist, analyzes the "net value" of sports. He examines motives for why owners buy franchises, the worth of the players and the profitability of teams, and the importance of publicly funded stadiums. In the essays collected here—which appeared in publications like *The New York Times*, *Sports Business Journal*, and *The Wall Street Journal* from 1998-2006—Zimbalist considers the current state of organized sports, from football and baseball to basketball, hockey, and soccer. He also addresses antitrust and labor relations issues, gender equity concerns, collegiate athletics, and the regulation of steroid use, providing readers with a better understanding of the business of sports and the sports business—and what makes both tick.

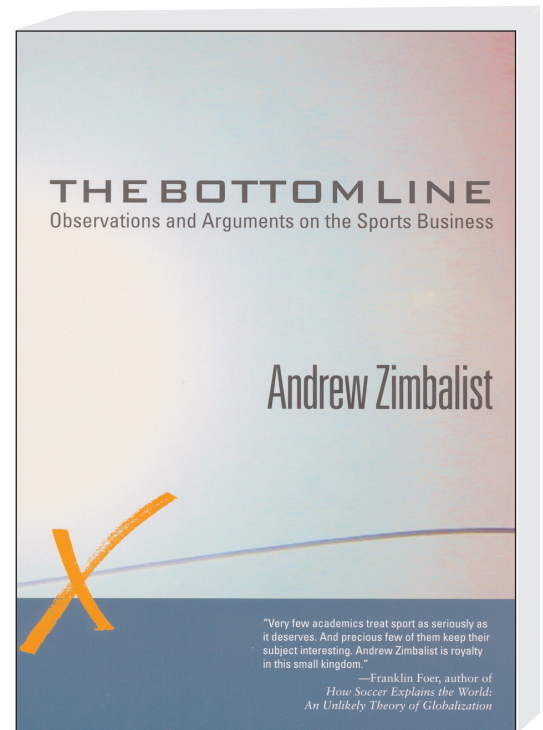
"Very few academics treat sport as seriously as it deserves. And precious few of them keep their subject interesting. Andrew Zimbalist is royalty in this small kingdom." —FRANKLIN FOER, author of *How Soccer Explains the World: An Unlikely Theory of Globalization*

"Andrew Zimbalist has taken important topics and given us a thoughtful, fascinating, and deeply prepared discussion of the games we hold so dear."
—LESLEY VISSER, CBS Sportscaster

"Andrew Zimbalist is one of the best writers among economists working today, and he provides insightful analysis on interesting subjects. The essays in **THE BOTTOM LINE** provide a narrative history of recent events in the sports business and contain a wealth of detailed information, such as the share price for the Indian's IPO. I recommend this unique book." —BRAD HUMPHREYS, Associate Professor, University of Illinois at Urbana-Champaign



ANDREW ZIMBALIST is Robert A. Woods Professor of Economics at Smith College. His other books include (with Stefan Szymanski) *National Pastime: How Americans Play Baseball and the Rest of the World Plays Soccer* and *In the Best Interests of Baseball? The Revolutionary Reign of Bud Selig*. He is also a member of the Editorial Board of *The Journal of Sports Economics*.



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