

Forthcoming from Temple University Press...

Circling the Bases

ESSAYS ON THE CHALLENGES AND PROSPECTS
OF THE SPORTS INDUSTRY

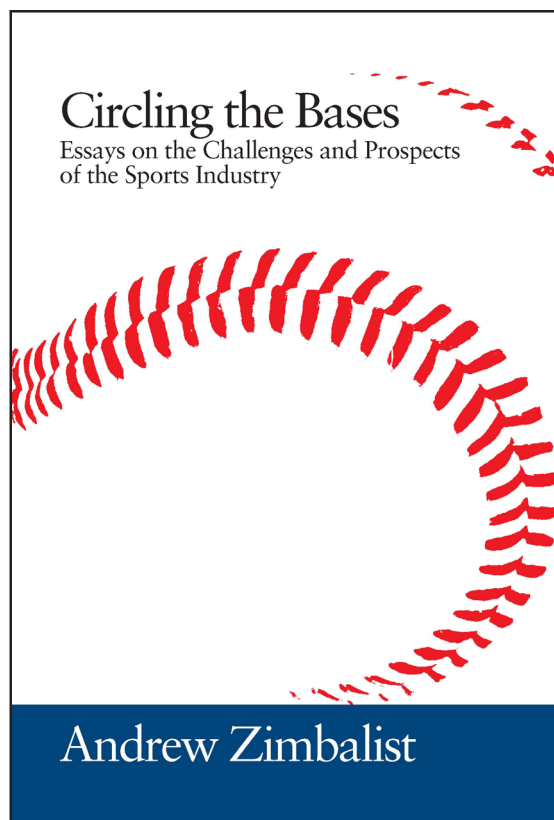
ANDREW ZIMBALIST

"Andy Zimbalist is a hall-of-famer in the economic analysis of sport. Here he shows yet again how economic principles can be used to understand the issues, from steroids to stadium finance, from gate revenues to gender equality. Required reading."

—Stefan Szymanski, Professor of Economics at Cass Business School, City University London

In *Circling the Bases*, leading sports economist Andrew Zimbalist continues his discussion and analysis of the major issues and challenges confronting the sports industry in the second decade of the 21st century. Presenting a general overview of the sports business at both the college and professional levels, this volume places concerns such as the antitrust status of sports leagues, the stalled progress of gender equity in college sports, and the control of Performance Enhancing Drugs in historical context.

Andrew Zimbalist is Robert A. Woods Professor of Economics at Smith College. He is the author or editor of nineteen previous books, including *The Bottom Line: Observations and Arguments on the Sports Business* (Temple) and *In the Best Interest of Baseball? The Revolutionary Reign of Bud Selig*. He is a member of the Editorial Board of *The Journal of Sports Economics*, and has consulted extensively in the sports industry for players associations, leagues, cities, and owners.



**A look at the future
of the business of
sports in America**

234 pp.

£18.99 \$24.95US

paper 978-1-4399-0283-7

Please note: all prices and terms are subject to change

conference discount expires 11/30/10

German-Chinese Congress on Sports Law SPECIAL 20% DISCOUNT WITH THIS ORDER FORM

Please send me the following books: (postage & packing £3.50 for the first book and 0.50p for each thereafter)

_____ copies **CIRCLING THE BASES @ £15.19 • \$20.00US • 978-1-4399-0283-7** £ _____

PLUS POSTAGE AND PACKING: £ _____

TOTAL: £ _____

DEBIT MY CREDIT CARD TYPE: _____ WITH £ _____

NUMBER: _____ EXPIRY DATE: _____ ISSUE NUMBER _____ SECURITY NUMBER: _____

PLEASE SEND TO: NAME: _____

ADDRESS: _____

POSTCODE: _____

Telephone orders call Marston on 44 (0)1235 465500 or email direct.orders@marston.co.uk. (Please quote reference **TGCCSL10**)

Return to: Combined Academic Publishers Ltd, 15a Lewin's Yard, East Street, Chesham, Bucks, HP5 1HQ

Tel: +44 (0)1494 581601 Fax: +44 (0)1494 581602

Email: rebeccacook@combinedacademic.co.uk www.combinedacademic.co.uk

North & South America Orders contact: Chicago Distribution Center • custserv@press.uchicago.edu

Asia and Pacific Orders contact: ROYDEN MURANAKA • eweb@hawaii.edu

PUBLISHED BY

 **TEMPLE**
UNIVERSITY PRESS

www.temple.edu/tempress