

In the Best Interests of Baseball? The Revolutionary Reign of Bud Selig

Andrew Zimbalist

“The season’s best book so far.”

- **Katherine Powers**, *The Boston Globe*

"Once again, Andy Zimbalist proves that no one understands the mysterious inner workings of the best game on earth better than he does. With energy, thoughtfulness and passion, he has parsed the complicated world of baseball and shown how important its business side is to its soul -- and its survival."

- **Ken Burns**

"I always thought Yogi Berra was the wisest source on baseball, but Zimbalist has hit a grand slam here."

- **Tom Werner**, owner of the Red Sox, former owner of the Padres

"Tremendously enjoyable and a must read for baseball fans. Guaranteed to raise the level of discourse on sports-talk radio."

- **Jim Bouton**, former 20-game winning pitcher for the Yankees and author of *Ball Four*

"Baseball books, like the game itself, are often replete with errors. But Andrew Zimbalist has written a carefully researched yet lively review of the record of the nine commissioners that is both fair and accurate. It is long overdue and a superb read."

- **Fay Vincent**, former commissioner of baseball

"By looking at baseball from the perspective of the commissioner's office and its many challenges, Professor Zimbalist has been able to use his scholar's eye and his fan's heart to see the game as an ongoing enterprise that needs refreshment. The fair but unsparing portrait of Bud Selig he paints is of a man who is nobody's fool, and nobody's tool--and now, those of us who love the game need him to start the rally that will restore baseball in America's esteem."

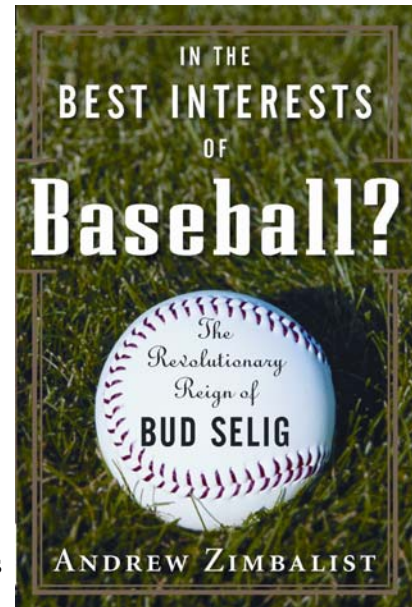
- **Scott Simon**, host of NPR's *Weekend Edition Saturday* and author of *Jackie Robinson and the Integration of Baseball* and *Home and Away: Memoir of a Fan*

"I read *In the Best Interests of Baseball?* start to finish in one evening. Zimbalist has provided a tour de force. It's an incredibly interesting read that ends with a vision for the sport that is on squarely on target and a clarion call to our industry."

- **John Henry**, principal owner of the Boston Red Sox, member of MLB Executive Committee

"... a compelling examination of the national pastime as seen through the prism of the commissioner's office.... a superb case study on monopoly and management."

- Dan Ackman, *Wall Street Journal*, April 1, 2006



“This book is a must-read for anyone who is interested in the way the game has been run during an era of considerable upheaval.”

- ***Publishers' Weekly***

“... a thorough and revealing analysis.”

- Martin Levin, ***Toronto Globe and Mail***, April 30, 2006

“Andrew Zimbalist has done a very credible, eminently readable and engaging job describing MLB's commissioners, particularly Bud Selig, who easily has become the most significant figure in baseball in decades. While Selig will not necessarily share all of Zimbalist's views about the game, *In the Best Interests of Baseball?* has thoughtfully, and perhaps uniquely, tracked many of the thorny issues that Selig confronted during baseball's new golden era.”

- **John Moores**, owner of the San Diego Padres, member of MLB Executive Committee

“This thoroughly researched book by one of the foremost authorities on sports business is an oral history of the game through the Office of the Commissioner. Zimbalist provides a fascinating look at the game's history and those who have helped shape it.”

- **mlb.com**, April 3, 2006

“Zimbalist's book is a thoughtful and objective analysis of baseball's labor and economic policy evolution. The book is interesting, relevant and a good read.”

- **Randy Levine**, president of the New York Yankees, former chief labor negotiator for MLB

“Andrew Zimbalist has written an insightful and thought provoking book that peels the cover off the ball of the position of the commissioner to see the threads inside. I highly recommend it.”

- **Maury Brown**, chair, SABR's Business of Baseball Committee in *The Hardball Times*

“Thought provoking reading.”

- ***Booklist***

“The Zimbalist tome tracks the history of baseball commissioners from the bigoted Judge Kenesaw Mountain Landis to the seemingly always under fire Bud Selig. This is a thoughtful book, an important book.”

- **Harvey Frommer**, *Best Syndication*

“A book certain to stir debate among sports business experts and fans alike.”

- Scott Van Voorhis, ***Boston Herald***

“The book is a great read ... [and] an important book for anyone who wants to understand how baseball got in the business spot that it is in today.”

- ***BleedCubbieBlue.com***

“Zimbalist does a magnificent job of illustrating just how messed up the relationship of the Commissioner and the Lords has been over time... Zimbalist's writing style flows smoothly...an eye opener.”

- ***Many Go; Few Understand***

“... a wonderful new book ... by Andrew Zimbalist that takes a detailed, unflinching look at each of the nine men who have served as Commissioner of Major League Baseball.”

- Mychael Urban, *mlb.com*

“Andrew Zimbalist's latest book, *In the Best Interests of Baseball?* is an excellent read. In the end, I heartily recommend ITBIOB to any fan looking to get a glimpse at what goes on behind the scenes of the commissioners office. I enjoyed the book immensely and I'm sure you will too.”

- *Gaslampball.com*

“*In the Best Interests of Baseball?* is the best book on the inner workings of baseball I have read. It is a penetrating analysis of the national game as well as an engaging read.

- **Ralph Andreano**, author of *No Joy in Mudville*

Andrew Zimbalist (Northampton, MA) is the Robert A. Woods Professor of Economics at Smith College. An award-winning writer, media commentator, and consultant in the sports industry, Zimbalist has worked with players' unions, cities, owners, and leagues.

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