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Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution (Hardback)

By Matthew Futterman

SIMON SCHUSTER, 2016. Hardback. Condition: New. Language: English . Brand New Book. NEW YORK TIMES BESTSELLER The business of sports has been completely transformed over the course of my lifetime, and Players is a riveting behind-the-scenes look at the beginnings of that revolution. I couldn't put it down. --Billy Beane The astonishing untold story of the people who transformed sports, in the span of a single generation, from a job that required top athletes to work in the off-season to make ends meet into a massive global business. In the cash-soaked world of contemporary sports, where every season brings news of higher salaries, endorsement deals, and television contracts, it is mind-boggling to remember that as recently as the 1970s elite athletes earned so little money that many were forced to work second jobs in the off-season. Roger Staubach, for example, made only \$25,000 in his first season as the starting quarterback for the Dallas Cowboys and wound up selling commercial real estate during the summer. Today, when Fortune reports that every athlete on its Top 50 list makes more than twenty million dollar per year, it's clear that a complete reversal of power has occurred right before our...



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