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Diehards: Why Fans Care So Much about Sports

By Chip Scarinzi

Rowe Publishing, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Diehard sports fans are arguably the beating heart of the sports industry. In good times and in bad, they file into stadiums and arenas of all shapes and sizes ready to expend financial and emotional currency on a hobby that goes horribly wrong half of the time. Does the payoff from the good times - the thrilling victories, championship glory and miraculous performances - outweigh the trauma inflicted by the bad? Why do diehards invest so fully in sports teams and players when that commitment, love and adoration is seldom reciprocated - if ever? Through the lens of baseball, Diehards unravels the mystery of sports fans and provides context for what fuels the evolution from casual fan to diehard. In Diehards, Chip Scarinzi canvasses experts about the impact of sports fandom on fan psyche, health, and family life while also sharing personal accounts of deep-seated sports passion from the most dedicated of fans. PRAISE FOR DIEHARDS For the true fan of baseball, reading Diehards is like sitting in your season seats and trading stories of euphoria and...



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