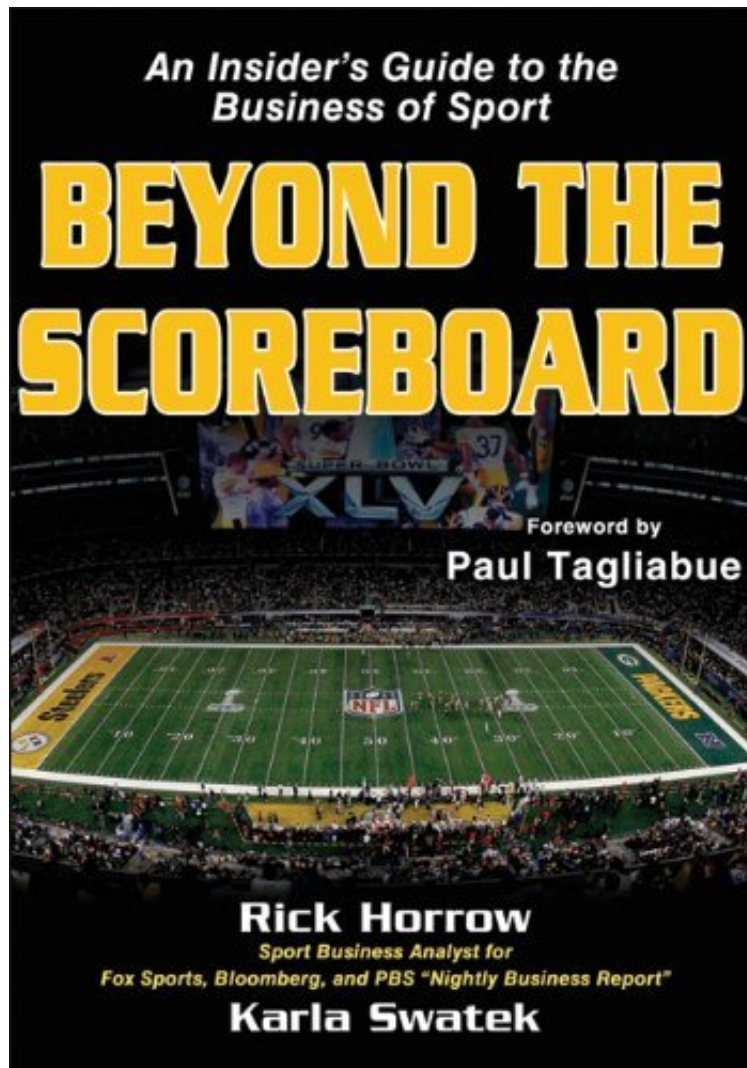


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Beyond the Scoreboard

Rick Horrow, Karla Swatek

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Rick Horrow, Karla Swatek : Beyond the Scoreboard before purchasing it in order to gage whether or not it would be worth my time, and all praised Beyond the Scoreboard:

0 of 0 people found the following review helpful. Five StarsBy seungrok kimIt's good!!1 of 1 people found the following review helpful. An excellent survey of the sports industryBy RSambroakThis is a good book to read as the World Series ends and pro football is now in full swing if for no other reason than to give the sports fan a reality check on what pro sports is about-money and entertainment. It is well-written and full of interesting information as it surveys the different aspects of the business side of the industry with objectivity and a news reporter-like style, with one chapter devoted to each area. While the author doesn't write in great detail on any one subject, his knowledge is obvious and he succeeds in providing enough information to make the book a worthwhile read. In fact, the general

nature of the book is what I found most appealing and why I rate it highly. There is enough new contained in each chapter without the author boring us with statistic after statistic (though there are some mentioned). I think he was smart enough to understand the people who are likely to read his book want to see some numbers but do not want to be inundated with too many. As a fan of baseball and football (not so much pro basketball), I found the chapters on the economics of stadium building especially fascinating because I've experienced first-hand the positive impact made on the North Side of Pittsburgh by the additions of PNC Park (easily the best baseball park in the country) and Heinz Field. I also enjoyed the chapter on sports TV which detailed the rise of ESPN and FOX Sports and how the rules of the media game have been changed by technology. I now understand better why announcers say some of the insightful and not so insightful things they do and how Fantasy Football has become so big. (I admit it—I participate in two leagues.) Though there are plenty of things to be disturbed about in pro sports, there are plenty of things to like as well, unless you are hopelessly cynical. Beyond the Scoreboard presents a nice balance between the two. One suggestion: given the general nature of the book, a bibliography at the end would have been nice to see in the event a reader wants to explore in more depth any of the topics covered.

1 of 1 people found the following review helpful. Yes, it is a very, very big business! By Stephen M. Smits If you suspected that sports are big, big business this book will confirm that. It gives a detailed picture of just about every business aspect of major sports including TV, ownership, corporate sponsorship, government involvement, stadium design and financing, and union/sports agents involvement. It even has a chapter of the sports video gaming industry and fantasy leagues that have flourished in the last decade. There are interviews with the commissioners of the principal sports: Roger Goodell (NFL), David Stern (NBA), Gary Bettman (NHL) and Brian France (NASCAR). In addition to its thorough descriptions of the mechanics of the sports business, the book has "case studies" interspersed throughout the chapters that give examples of the complex dealings of the sports business world. One domain of the sports world, just to give one example, is the evolution of the design, construction and financing of sports stadiums (stadia?). There is an architectural sub-specialty of sports stadiums and arenas that has brought about many design innovations now commonly seen across the nation: single sport stadiums (no longer shared between football and baseball) luxury suites, club areas, strategies for seating placement, vendors and concessionaires, and more. It's no surprise that complicated financing schemes have emerged to fund these mega million structures, involving corporate resources and government/business partnerships. There is hardly an aspect of the business of sports that isn't covered in great depth by the authors. Whatever one's favorite sport might be there is much to be learned about what makes it tick in this book.

Go behind the scenes with your insider's access to the high-pressure, high-stakes business of professional sport. In *Beyond the Scoreboard*, Rick Horrow, sport business analyst for Fox Sports, Bloomberg TV, Bloomberg Businessweek, and the BBC and host of PBS *Nightly Business Report*; Beyond the Scoreboard, and Horrow Sports Ventures; vice president Karla Swatek take you to the boardrooms, negotiating tables, and executive suites of sports' most influential powerbrokers. *Beyond the Scoreboard* tackles sports' hot-button topics head on. You'll see how sponsors measure return on investment with sport organizations; how pro teams negotiate with governments to make a stadium deal; the effect of the sport facility building boom on teams' bottom lines; how sport agents try to maximize the value of their in-demand clients; and the effect on teams and fans of revolutionary changes in modern ticket selling. Whether you are one of the millions of people who play fantasy sports or you just want to know more about how your favorite teams determine their strategies, you'll learn how the experts make deals happen. And with engaging sidebars and exclusive interviews from the most powerful figures in sport, including Roger Goodell, David Stern, Brian France, and Gary Bettman, you'll gain expert analysis from people who have played leadership roles in some of the most intense negotiations and lucrative business deals in sport history. There's nobody better equipped to explain what it takes to be a success in sport marketing, sponsorships, facility financing, or generating media coverage than Rick Horrow, the Sports Professor. In *Beyond the Scoreboard*, Horrow and Swatek provide you with an all-access pass to the multibillion-dollar world of professional sport. Important Notice: The digital edition of this book is missing some of the images found in the physical edition.

"Beyond the Scoreboard offers a behind-the-scenes look at professional sport. From players' contracts to event bidding, the book reveals the real components driving business and the hot-button topics of this high-stakes business." Jerry Jones -- Owner and General Manager, Dallas Cowboys "Beyond the Scoreboard reveals the true movers and shakers in sports and examines the forces driving this lucrative business." John Skipper -- Executive Vice President of Content, ESPN "Few people I know have as much passion for the inner workings of the sport industry as Rick Horrow. In *Beyond the Scoreboard*, he gives fans a unique insider's view of the sports they love." Jack Nicklaus -- Winner of a record 18 professional major championships World Golf Hall of Fame member Five-time PGA Player of the Year Award winner About the Author Rick Horrow is the leading expert in the business of sport as the architect of over 100 deals worth more than \$13 billion. The CEO of Horrow Sports Ventures (HSV) hosts *Beyond the Scoreboard* on the *Nightly Business Report* and serves as a sport business analyst for Fox Sports, Bloomberg TV, Bloomberg Businessweek, and the BBC. As the leading commentator on sport business and as a well-connected

entrepreneur, he has access to many of the top names in sport, including commissioners, owners, general managers, coaches, and athletes. His clients have included some of the biggest organizations and companies in the world of sport and business: NFL, MLB, NASCAR, PGA, Great White Shark Enterprises, Cisco Systems, Golden Bear International, Enterprise Rent-A-Car, LPGA, and MLS. Horrow is nicknamed the Sports Professor thanks to his time spent as a visiting expert on sport law at Harvard Law School. Karla Swatek is vice president of Horrow Sports Ventures. With Horrow, Swatek pens a weekly column on sport business for Bloomberg Businessweek. She has worked on book projects with Ken Blanchard, Peter Ueberroth, former USC football coach John Robinson, and Robert Hagstrom (*The NASCAR Way*), as well as business leaders like Anthony Smith (*The Taboos of Leadership*).