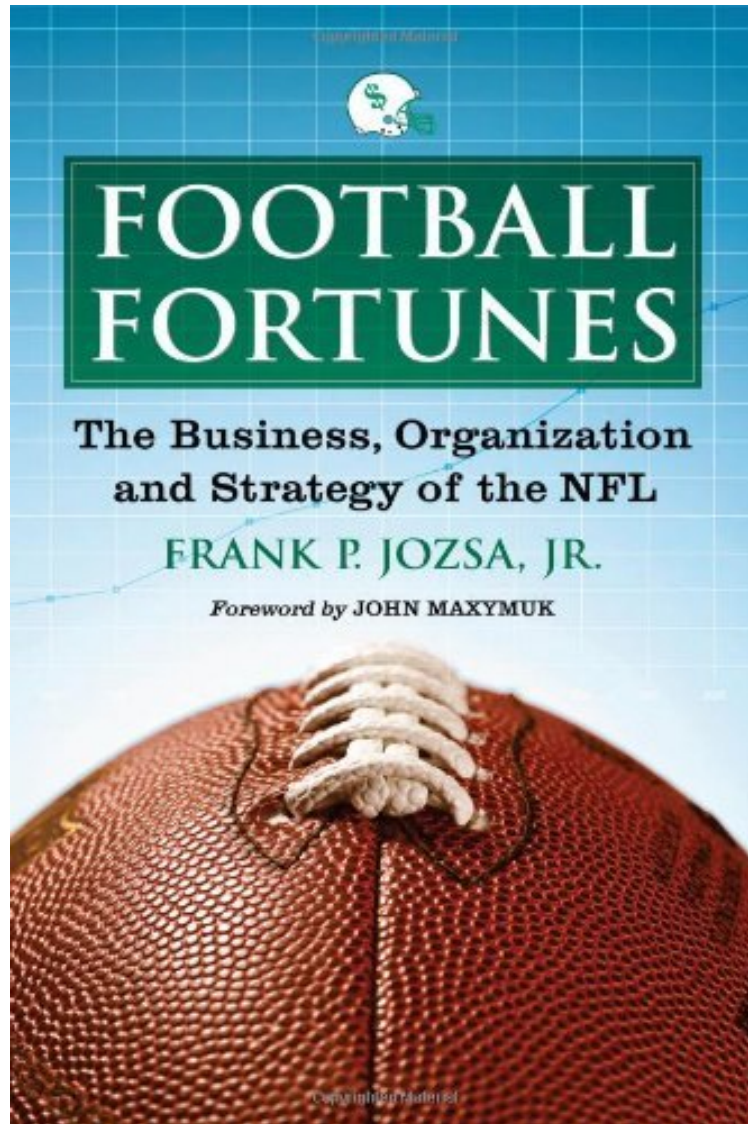


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Football Fortunes: The Business, Organization and Strategy of the NFL

Frank P. Jozsa Jr, John Maxymuk

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Frank P. Jozsa Jr, John Maxymuk : Football Fortunes: The Business, Organization and Strategy of the NFL before purchasing it in order to gauge whether or not it would be worth my time, and all praised Football Fortunes: The Business, Organization and Strategy of the NFL:

1 of 1 people found the following review helpful. Informative and interesting By Wcf CoI found "Football Fortunes: The Business, Organization and Strategy of the NFL" by Dr. Frank Jozsa to be both interesting and informative. Many times fans of the NFL game itself choose their own facts and argue the wrong argument with their peers. This book

sets the facts of the NFL business model straight and ties in the physical nature of professional football with the intricate balance of sport vs. business. It explains how the NFL has worked the right strategies to go from a mediocre league in the early 1900's to the most popular sport in America today. This ascension was not an accident and "Football Fortunes" explains the various choices and decisions made by the early leadership of the professional football lead to this pinnacle. The book also explains why some small and large city markets have fared better than other markets. Why hasn't Los Angeles been able to field a successful franchise? How did the NFL surpass MLB in popularity? What other professional football leagues were absorbed into today's NFL? Is public financing a good bet for regional taxpayers? Read this book and you will be able to answer all these questions and then some about the NFL. I would highly recommend this book to anyone who would like to be informed about the NFL. Will.0 of 1 people found the following review helpful. Dry and poorly writtenBy RobI have a deep appreciation for both the game of football and the business side of the NFL. In college I studied sports economics, and expected more of a textbook than a novel with this book...I got more than I bargained for. The book itself is more or less a list of historical events with occasional additional insights from the author. A "pro" of the book would be that the author has indeed assembled an incredibly detailed amount of historical information about the early years of football that you will not be able to find elsewhere. A "con" of the book would be that it is about as interesting as the NFL RedZone Chanel during March (it's a blank screen in the offseason for those unfamiliar). The writing style of the author is 100% to blame for this. It is highly simplistic and honestly just poorly written. However, as true NFL fan, I gnawed through page after page of grizzle expecting to eventually sink my teeth into something worth reading. Long story short I tapped out after the author cited "Kyle Boller" as one of the Ravens' better players and key components to their future success...lost all football credibility with that one.

Football may be sport, but the National Football League is at heart a business; how else to account for the stratospheric salaries of the players and coaches? Yet most people are unaware of how that business developed. This book details the growth of an industry that generates billions of dollars in revenue and explains the intricacies of the league's expansions and mergers, territories and relocations; the operation of franchises; the role of stadiums and markets; and the effect of the NFL on domestic and foreign affairs.

About the Author Frank P. Jozsa, Jr., is professor emeritus of economics and business administration at Pfeiffer University in Charlotte, North Carolina. The author of numerous books about sports, he lives in Fort Mill, South Carolina.