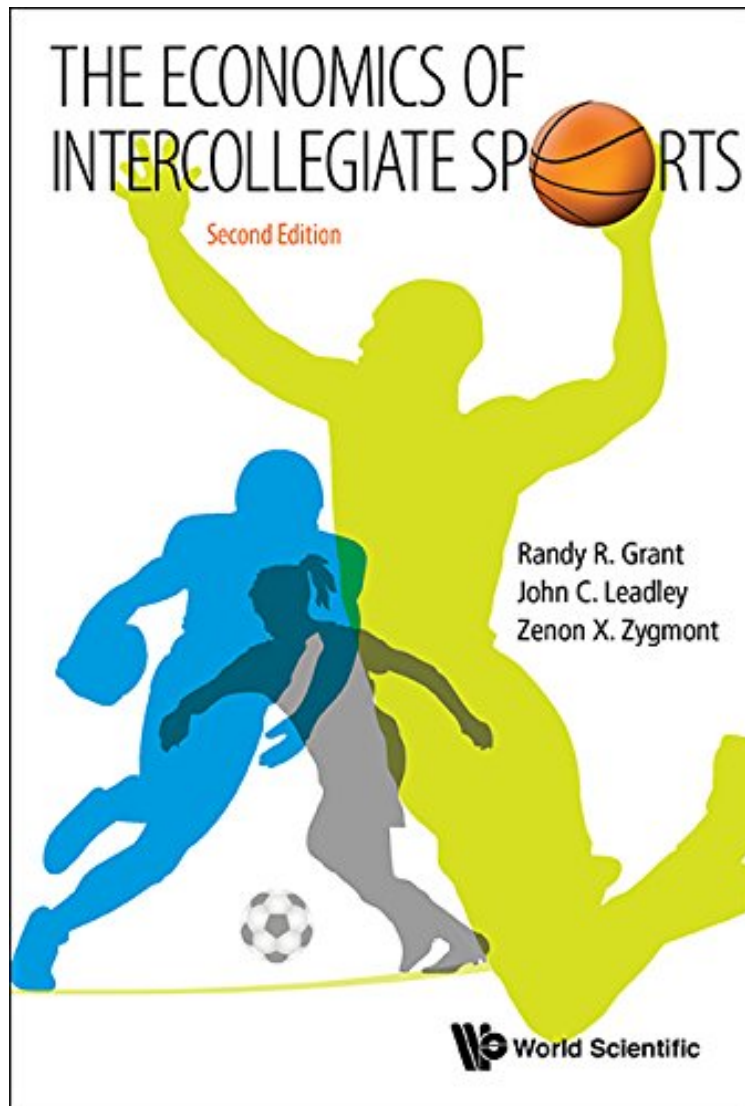


The Economics of Intercollegiate Sports

Randy R Grant, John C Leadley, Zenon X Zygmunt
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Randy R Grant, John C Leadley, Zenon X Zygmunt : The Economics of Intercollegiate Sports before purchasing it in order to gage whether or not it would be worth my time, and all praised The Economics of Intercollegiate Sports:

Why do universities place so much emphasis on athletics? Are the salaries of head coaches excessive? Should student-athletes be paid? Why is there so much cheating in college sports? Should athletic departments be subsidized by the university? Does Title IX unfairly discriminate against men's sports? This textbook is designed to help teach students

about the business of college sports, particularly the big-money sports of football and basketball, allowing them to answer these and other important questions. The book provides undergraduate students with the information and economic tools to analyze the behavior of the NCAA, athletic conferences, and individual colleges and universities in the market for college sports. Specific topics include the markets for athletes and coaches, the importance of athletics for colleges and universities, the finances of athletic departments, the influence of the media in commercializing college sports, issues of race and gender, and the possibilities for reforming college sports.

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Contents: The History of Intercollegiate Athletics and the NCAA
Cartels in College Sports
The Labor Market for College Athletes
Athletics and Academics
The Labor Market for College Coaches
The Athletic Department and the University
The Media and Intercollegiate Sports
Race and Gender Issues in Intercollegiate Sports
Reforming College Sports
Four Case Studies

Readership: Graduates, academics and public sector regulators interested in sports economics.

Key Features: Updated to cover recent developments in intercollegiate sports, including changes in NCAA policy, the finances of athletic departments, media contracts, and conference realignment

The book continues to be the only textbook exclusively focused on the economics of college sports

s of the First Edition "EIS encompasses a wide amount of material mdash; that is one of its strongest points hellip; The book also adroitly achieves consistency in both depth and range across the different chapters hellip; EIS is a highly readable and useful text on a topic of widespread interest." -- Journal of Sports Economics "There is clearly enough material, in terms of breadth and depth, to use the book as a stand-alone textbook for an undergraduate seminar in sport economics. The book offers a lot of data, tables, and figures to help the authors make their points. The end-of-chapter assignments, review questions, and internet study questions hellip; provide sufficient support to an instructor who might use this textbook as the only textbook for a class. I also found the economic theory concepts easy to understand and examples appropriately placed throughout the book." -- International Journal of Sport Finance

From the Inside Flap

Why do universities place so much emphasis on athletics? Are the salaries of head coaches excessive? Should student-athletes be paid? Why is there so much cheating in college sports? Should athletic departments be subsidized by the university? Does Title IX unfairly discriminate against men's sports? This textbook is designed to help teach students about the business of college sports, particularly the big-money sports of football and basketball, allowing them to answer these and other important questions. The book provides undergraduate students with the information and economic tools to analyze the behavior of the NCAA, athletic conferences, and individual colleges and universities in the market for college sports. Specific topics include the markets for athletes and coaches, the importance of athletics for colleges and universities, the finances of athletic departments, the influence of the media in commercializing college sports, issues of race and gender, and the possibilities for reforming college sports.