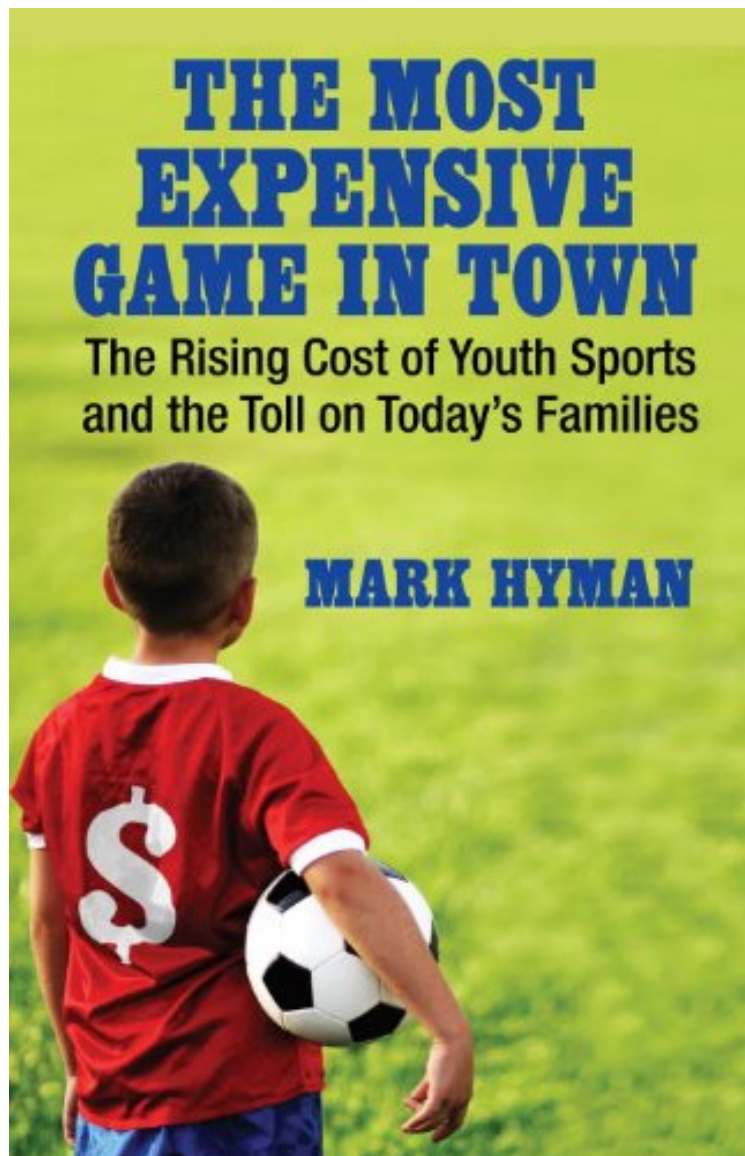


(Ebook free) The Most Expensive Game in Town: The Rising Cost of Youth Sports and the Toll on Today's Families

## The Most Expensive Game in Town: The Rising Cost of Youth Sports and the Toll on Today's Families

Mark Hyman

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**Mark Hyman : The Most Expensive Game in Town: The Rising Cost of Youth Sports and the Toll on Today's Families** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Most Expensive Game in Town: The Rising Cost of Youth Sports and the Toll on Today's Families:

7 of 7 people found the following review helpful. No real surprisesBy HoosierDadI really wanted to like this book and

had great expectations for it after listening to an interview with the author. Furthermore, I agree with the author that the cost of youth sports - just to participate - is out of hand. The book, however, didn't really tell me anything that I didn't already know. If you have a child that participates in youth sports, nothing in this book will surprise you. Sure I learned about some new websites and services that prey on parents in the elusive quest for the college scholarship and there are plenty of stories about the extent that youth teams travel, but similar stories could have been accumulated at any youth soccer, hockey or basketball game. The extent that ESPN now covers high school sports will come as a shock only to those readers that don't generally watch sports on TV. I guess that the audience for the book though - people out of touch with the reality of youth sports. If you're in it - even a little bit - you know exactly what he's talking about. There's nothing new here. And no solutions about how to put the genie back in the bottle. 1 of 1 people found the following review helpful. The Most Expensive Game in Town By Julia C. Johnson I wish it had kept its focus more on youth sports rather than going into the endorsement and advertisement. Beyond this, it extended into scouts at the college level. Having said this, I am a parent who has fallen into the trap the author so clearly defines! This book was a gift from my dad. Though he did not read it, he thought it would be important for me to read. Daughter of the purchaser CEJ 1 of 1 people found the following review helpful. Spot on By Review 1 This book describes exactly my experience with youth sports

Building on the eye-opening investigation into the damaging effects of the ultra-competitive culture of youth sports in his previous book, *Until It Hurts*, Mark Hyman's new book looks at the business of youth sports, how it has changed, and how it is affecting young Americans. Examining the youth sports economy from many sides--the major corporations, small entrepreneurs, coaches, parents, and, of course, kids--Hyman probes the reasons for rapid changes in what gets bought and sold in this lucrative marketplace. Just participating in youth sports can be expensive. Among the costs are league fees, equipment, and perhaps private lessons with a professional coach. With nearly 50 million kids playing organized sports each year, it is easy to see how profitable this market can be. Hyman takes us to tournaments sponsored by Nike, Gatorade, and other big businesses, and he talks to parents who sacrifice their vacations and savings to get their (sometimes reluctant) junior stars to these far-off, expensive venues for a chance to shine. He introduces us to videos purporting to teach six-month-old babies to kick a ball, to professional athletes who will "coach" an eight-year-old for a hefty fee, to a town that has literally staked its future on preteen sports. With its extensive interviews and original reporting, *The Most Expensive Game in Town* explains the causes and effects of the commercialization of youth sports, changes that the author argues are distorting and diminishing family life. He closes with strong examples of individuals and communities bucking this destructive trend.