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Nota di contenuto	Abbreviations -- Foreword -- Acknowledgements -- Introduction -- EAST DIVISION -- Atlanta Braves -- Miami Marlins -- New York Mets -- Philadelphia Phillies.- Washington Nationals -- CENTRAL DIVISION -- Chicago Cubs -- Cincinnati Reds -- Milwaukee Brewers -- Pittsburgh Pirates -- St. Louis Cardinals -- WEST DIVISION -- Arizona Diamondbacks -- Colorado Rockies -- Los Angeles Dodgers -- San Diego Padres -- San Francisco Giants -- Appendix -- Bibliography -- Index.
Sommario/riassunto	This brief analyzes each of the Major League Baseball (MLB) franchises in the National League and their past regular-season and postseason records and financial performances while operating as competitive, popular, and profitable or unprofitable enterprises. Using sport-specific information and relevant demographic, economic, and financial data, this brief will highlight when and how well these MLB teams performed and the financial status and significance of their organization as a member of an elite professional baseball league. The brief also investigates the success of teams in terms of wins and losses

based on home attendance at their ballparks, market value, and revenue. Furthermore, it compares the history, productivity, and prosperity of the franchises among rivals in their division like the Atlanta Braves and New York Mets in the National League East Division, Chicago Cubs and Cincinnati Reds in the Central Division, and Los Angeles Dodgers and San Francisco Giants in the West Division. This brief will be of interest to practitioners and scholars who research the sports industry, college and university professors who teach undergraduate and graduate students majoring in sports administration, business, economics and management, and fans of the sport. .
