

1. Record Nr.	UNINA9910468236103321
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Titolo	The economics of the Super Bowl : players, performers, and cities // Yvan J. Kelly, David Berri, Victor A. Matheson
Pubbl/distr/stampa	Cham, Switzerland : , : Palgrave Macmillan, , [2020] Â©2020
ISBN	3-030-46370-2
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (XVI, 142 p. 3 illus.)
Collana	Palgrave Pivots in Sports Economics
Disciplina	338.43796
Soggetti	Sports - United States - Finance Sports - Economic aspects - United States Hosting of sporting events - Economic aspects - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Introduction -- 2. The NFL and Origins of the Super Bowl -- 3. The Cities -- 4. The Players -- 5. The Performers -- 6. Summary and Conclusions.
Sommario/riassunto	The Super Bowl is the most watched sporting event in the United States. But what does participating in this event mean for the players, the halftime performers, and the cities who host the games? Is there an economic benefit from being a part of the Super Bowl and if so, how much? This Palgrave Pivot examines the economic consequences for those who participate in the Super Bowl. The book fills in gaps in the literature by examining the benefits and costs of being involved in the game. Previously, the literature has largely ignored the affect the game has had on the careers of the players, particularly the stars of the game. The economic benefit of being the halftime performer has not been considered in the literature at all. While there have been past studies about the economic impact on the cities who host of the game, this book will expand on previous research and update it with new data.