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Nota di contenuto	Revenue sports pay for nonrevenue sports -- An arms race drives college sports spending -- Athletic departments are a drag on the university budget -- Conference revenue sharing levels the football field and basketball court -- Pay-for-play will bankrupt college athletic departments -- Title IX compliance must come at the cost of men's participation -- The FBS playoff will be better than the BCS -- Owners and general managers are inept -- Owners lose money on their sports teams -- Player salary demands increase ticket prices -- Failure to act on the issue of competitive balance is hurting some sports leagues -- Player drafts and revenue sharing will improve competitive balance -- Owners should be more vigilant in policing performance-enhancing drugs -- Everybody loses when labor-management relations go south -- Major League Baseball should emulate the National Football League.
Sommario/riassunto	In <i>15 Sports Myths and Why They're Wrong</i> , authors Rodney Fort and Jason Winfree apply sharp economic analysis to bust some of the most widespread urban legends about college and professional athletics. Each chapter takes apart a common misconception, showing how the assumptions behind it fail to add up. Fort and Winfree reveal how these myths perpetuate themselves and, ultimately, how they serve a handful of powerful parties—such as franchise owners, reporters, and players—at the expense of the larger community of sports fans. From the idea

that team owners and managers are inept to the notion that revenue-generating college sports pay for athletics that don't attract fans (and their cash), *15 Sports Myths and Why They're Wrong* strips down pervasive accounts of how our favorite games function, allowing us to look at them in a new, more informed way. Fort and Winfree argue that substituting the intuitive appeal of emotionally charged myths with rigorous, informed explanations weakens the power of these tall tales and their tight hold on the sports we love. Readers will emerge with a clearer picture of the forces at work within the sports world and a better understanding of why these myths matter—and are worthy of a takedown.
