

1. Record Nr.	UNINA9910808094203321
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Titolo	Numbers don't lie : new adventures incounting and what counts in basketball analytics // Yago Colas
Pubbl/distr/stampa	Lincoln : , : University of Nebraska Press, , [2020] ©2020
ISBN	1-4962-2346-2
Descrizione fisica	1 online resource (361 pages)
Disciplina	796.323640979494
Soggetti	Basketball - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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Sommario/riassunto	Numbers Don't Lie gives readers a multilayered understanding of basketball analytics on its own terms, describes the historical and contemporary conditions in basketball culture, science, and society that have facilitated the rise of basketball analytics, and shows the varying impact of basketball analytics..