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Nota di contenuto	Ivory Towers: A Business Model -- An Unstable Marriage: Academics in College Athletics -- Students, Athletes, and Student Athletes -- The Athlete, Not the Enterprise -- The Doomsday Machine -- Television Creates a Monster: NCAA's 1% -- Some Are More Equal.
Sommario/riassunto	""[This book] not only covers historical issues and precedents in the crazy world of commercialized college sports in America, but it also includes a focus on the current and relevant issues of intercollegiate athletics literally as they are happening. . . . This book eloquently covers the issues outside the fields and courts that will shape intercollegiate athletics far into the future and shows how different it may one day look."-B. David Ridpath, author of Tainted Glory: Marshall University, the NCAA, and One Man's Fight for Justice In this thought-provoking new book, John C. Barnes examines the current state of commercial college athletics as a guide for potential administrators, coaches, regents, and others involved in collegiate athletic operations and decision-making. Each chapter provides an overview of an industry shaped by such current realities as Title IX requirements, commercial investments, student testing, and television contracts. Barnes provides an accessible outline of the historical background and potential future of the commercial college athletics industry from a non-judgmental

perspective. Same Players, Different Game not only serves as a text and guide for governance and leadership but also as a primer for the economic and political realities of modern college athletics that students and sports fans will find fascinating"--

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