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Altri autori (Persone)	ZimbalistAndrew S
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Nota di bibliografia	Includes bibliographical references (p. 217-243) and index.
Nota di contenuto	Introduction, the fields of play -- The origins of baseball and soccer leagues -- How soccer spread around the world when baseball didn't -- Pay for play : the development of the baseball and soccer labor markets -- Fans, franchises, and financial failure : why baseball clubs make money and soccer clubs don't -- Watching the money : baseball and soccer broadcasting -- Uncertain prospects : creating competitive balance -- Crossing cultures and learning lessons : what Americans need to know about world soccer and the world needs to know about American baseball.
Sommario/riassunto	"Examines, from an economic perspective, how the different traditions of soccer and baseball have shaped the possibilities for their commercial organization and exploitation, and considers how each sport might learn from the other's experiences to develop meaningful reforms"--Provided by publisher.