

| | |
|-------------------------|--|
| 1. Record Nr. | UNINA9910820385003321 |
| Autore | Surdam David G (David George) |
| Titolo | Run to glory and profits : the economic rise of the NFL during the 1950s // David George Surdam |
| Pubbl/distr/stampa | Lincoln, : University of Nebraska Press, 2013 |
| ISBN | 1-4962-0970-2 0-8032-4853-9 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (446 p.) |
| Disciplina | 796.332/64097309045 |
| Soggetti | Football - Economic aspects - United States |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Bibliographic Level Mode of Issuance: Monograph |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Cover -- Title Page -- Copyright Page -- Contents -- List of Tables -- Acknowledgments -- Introduction -- 1. The Usurpers: The AAFC Challenge -- 2. Prosperity and Its Drawbacks -- 3. Measures of the NFL's Popularity -- 4. Profits and Losses -- 5. The Perils and Triumphs of NFL Ownership -- 6. Antitrust Adventures -- 7. Competitive Balance and Its Sources -- 8. The Player Draft -- 9. Gate Sharing -- 10. Gilded Peonage -- 11. Television -- 12. Innovation -- 13. Integration -- Conclusion: The NFL's Rise to Prominence -- Appendix of Tables -- Notes -- Bibliography -- Index. |