



Big League, Big Time: The Birth Of The Arizona Diamonback, The Billion Daollar Business Of Sports (Paperback)

By Len Sherman

SIMON SCHUSTER, United States, 1999. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.On March 31, 1998, more than 48,500 fans cheered the arrival of Major League Baseball's newest expansion team, the Arizona Diamondbacks. In the first book ever to chronicle the birth of a major-league baseball franchise from conception to Opening Day, Big League, Big Time takes you inside the Diamondbacks dugout -- and their corporate suite -- to examine the billion-dollar business of baseball and its enormous impact on our culture. While many prominent people went to bat for baseball in Phoenix, sports entrepreneur Jerry Colangelo, the Diamondbacks managing general partner, swung for the fences and scored a league-envioud, \$355 million state-of-the-art baseball facility. Big League, Big Time discloses how Colangelo's revolutionary vision for the Diamondbacks affected all aspects of the club -- especially his choice of personnel, from Jay Bell and Andy Benes to former Yankees manager Buck Showalter, a young man with old-fashioned ideas. But even before they had drafted a player, the Diamondbacks front office was well aware that marketing The Show was the off-the-field game they couldn't afford to lose. Read the inside story of how...



READ ONLINE
[4.84 MB]

Reviews

This publication can be really worth a go through, and superior to other. It is amongst the most amazing publication we have go through. You wont feel monotony at anytime of your own time (that's what catalogues are for about when you request me).

-- **Ms. Elda Schaden MD**

It in a of the best publication. It is among the most remarkable publication i have read through. Your lifestyle period will be change once you complete reading this article publication.

-- **Crystal Rolfson**