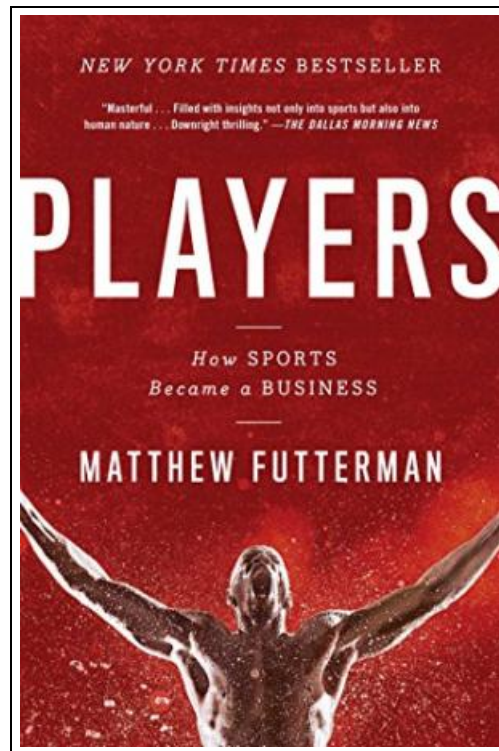


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Reviews

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(Joanie Hamill I)

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SIMON SCHUSTER, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Provocative,terrific stories (The New Yorker) of the people who transformed sports--in the span of a single generation--from a job that required even top athletes to work in the off-season to make ends meet into a massive global business. It started, as most business deals do, with a handshake. In 1960, a Cleveland lawyer named Mark McCormack convinced a golfer named Arnold Palmer to sign with him. McCormack simply believed that the best athletes had more commercial value than they were being paid for--and he was right. Within a few years, he raised Palmer s annual income from \$5,000 to \$500,000, and forever changed the landscape of the sports industry, transforming it from a form of entertainment to a profitable and fully functioning system of its own. A remarkable saga.filled with insights not only into sports, but also into human nature (The Dallas Morning News), Players features landmark moments, including the multiyear battle to free Palmer from a bad deal with the Wilson Sporting Goods Company; the 1973 Wimbledon boycott, when eighty-one of the top tennis players in the world protested the suspension of Nikola Pilic; baseball pitcher Catfish Hunter s battle to become MLB s first free agent; and how NFL executives transformed pro football from a commercial dud to the greatest show on earth. An entertaining, illuminating read (New York Journal of Books), Players is a riveting, fly-on-the-wall account of the rise and creation of the modern sports world, and the people who made it happen. No part of the media and entertainment industry has seen a more substantial economic transformation than sports.A half-century tour spanning a variety of widely recognized and lesser-known sports figures and competitions that have played roles in the industry s development.Players...

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