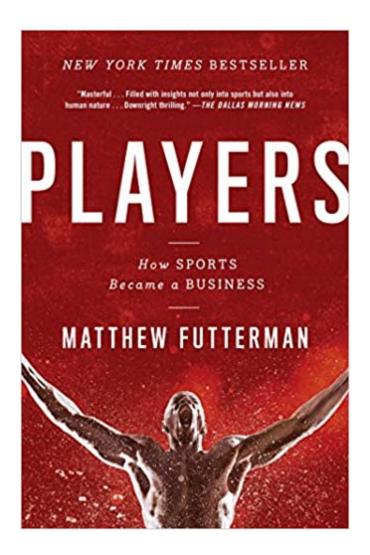


## The book was found

# Players: How Sports Became A Business





# **Synopsis**

 $\tilde{A}$ ¢â  $\neg \hat{A}$ "Provocative $\tilde{A}$ ¢â  $\neg \hat{A}$ |terrific stories $\tilde{A}$ ¢â  $\neg \hat{A}$ • (The New Yorker) of the people who transformed sportsâ⠬⠕in the span of a single generationâ⠬⠕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 ¢â ¬â •and he was right. Within a few years, he raised Palmerââ ¬â,,¢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.  $\tilde{A}\phi\hat{a} \neg \mathring{A}$ "A remarkable saga $\tilde{A}\phi\hat{a} \neg \mathring{A}$ |filled with insights not only into sports, but also into human natureâ⠬• (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 Hunterââ ¬â,¢s battle to become MLBââ ¬â,¢s first free agent; and how NFL executives transformed pro football from a commercial dud to the greatest show on earth. ââ ¬Å"An entertaining, illuminating read $\tilde{A}\phi\hat{a} \neg \hat{A}\bullet$  (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. ââ ¬Å"No part of the media and entertainment industry has seen a more substantial economic transformation than sports  $\tilde{A}\phi = -\hat{A}$ . A half-century tour spanning a variety of widely recognized and lesser-known sports figures and competitions that have played roles in the industryââ ¬â,,¢s developmentââ ¬Â|.Players could not be more timelyâ⠬• (The New York Times).

## **Customer Reviews**

 $\tilde{A}$ ¢â ¬Å"Masterful . . . A remarkable saga . . . Filled with insights not only into sports, but also into human nature . . . Downright thrilling. $\tilde{A}$ ¢â ¬Å• > $\tilde{A}$ ¢â ¬Å"Provocative . . . There are also terrific stories. $\tilde{A}$ ¢â ¬Â•

Matthew Futterman is a senior special writer for sports with The Wall Street Journal. He has previously worked for The Philadelphia Inquirer and the Star-Ledger of New Jersey, where he was a part of the team that won the Pulitzer Prize for Breaking News in 2005. He lives in New York with his wife and children. Players: The Story of Sports and Money, and the Visionaries Who Fought to

Create a Revolution is his first book.

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