



Baseball, Inc.: The National Pastime As Big Business

Jr. Frank P. Jozsa

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During the second half of the twentieth century, Major League Baseball and its affiliated minor leagues evolved from local and regional entities governing the play of America's favorite pastime to national business organizations. The relocation of teams, league expansion, the advent of free agency and an influx of international players has made baseball big business, on an increasingly global scale. Focusing on the last fifty years, this work examines the past and present commercial elements of organized baseball, emphasizing the dual roles—competitive sport and profitable business—which the sport must now fulfill. Twenty-five essays cover five areas integral to the economic side of baseball: business and finance, human resources, international relations, management and leadership and sports marketing. Detailed discussions of the redistribution of revenues, the history of player unionization, aggressive global marketing, strategies of franchise owners and an evaluation of fan costs, among other topics introduce the reader to the important issues and specific challenges professional baseball faces in an increasingly crowded—yet geographically expansive—sports marketplace. The work is also indexed.

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