



Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution

Matthew Futterman

Download now

[Click here](#) if your download doesn't start automatically

Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution

Matthew Futterman

Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution

Matthew Futterman

“The business of sports has been completely transformed over the course of my lifetime, and *Players* is a riveting behind-the-scenes look at the beginnings of that revolution. I couldn’t put it down.” —Billy Beane

The astonishing untold story of the people who transformed sports, in the span of a single generation, from a job that required top athletes to work in the off-season to make ends meet into a massive global business.

In the cash-soaked world of contemporary sports, where every season brings news of higher salaries, endorsement deals, and television contracts, it is mind-boggling to remember that as recently as the 1970s elite athletes earned so little money that many were forced to work second jobs in the off-season. Roger Staubach, for example, made only \$25,000 in his first season as the starting quarterback for the Dallas Cowboys and wound up selling commercial real estate during the summer. Today, when *Fortune* reports that every athlete on its Top 50 list makes more than twenty million dollar per year, it’s clear that a complete reversal of power has occurred right before our eyes.

Players is the first book to tell the astonishing narrative behind the creation of the modern sports business—a true revolution that moved athletes from the bottom of the financial pyramid to the top. It started in 1960, when a young Cleveland lawyer named Mark McCormack convinced a young golfer named Arnold Palmer to sign with him. McCormack simply believed that the best athletes had more commercial value than they realized—and he was right. Before long, he raised Palmer’s annual off-the-course income from \$5,000 to \$500,000 and forever changed the landscape of the sports world.

In *Players*, veteran *Wall Street Journal* sports reporter Matthew Futterman introduces a wide-ranging cast of characters to tell the story of the athletes, agents, TV executives, and league officials who together created the dominating and multifaceted sports industry we know today. Beginning with Palmer and McCormack’s historic partnership, *Players* features details of the landmark moments of sports that have never been revealed before, including how legendary *Wide World of Sports* producer Roone Arledge realized that the way to win viewers was to blend sports and human drama; the 1973 Wimbledon boycott, when eighty-one of the top tennis players in the world protested the suspension of Nikola Pilic; and baseball pitcher Catfish Hunter’s battle to become MLB’s first free agent.

Players is a gripping, fly-on-the-wall account of the creation and rise of the modern sports world and the people who fought to make it happen. From the professionalization of the Olympics to the outsize influence of companies like IMG, Nike, and ESPN, this fascinating book details the wild evolution of sports into the extravaganza we experience today, and the inevitable trade-offs those changes have wrought.

 [Download Players: The Story of Sports and Money, and the Vi ...pdf](#)

 [Read Online Players: The Story of Sports and Money, and the ...pdf](#)

Download and Read Free Online Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution Matthew Futterman

From reader reviews:

Lee Flynn:

This book untitled Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution to be one of several books this best seller in this year, honestly, that is because when you read this reserve you can get a lot of benefit on it. You will easily to buy this book in the book shop or you can order it via online. The publisher of the book sells the e-book too. It makes you quickly to read this book, because you can read this book in your Smart phone. So there is no reason for your requirements to past this e-book from your list.

Peter Robey:

Reading a e-book can be one of a lot of exercise that everyone in the world loves. Do you like reading book thus. There are a lot of reasons why people enjoyed. First reading a guide will give you a lot of new information. When you read a guide you will get new information due to the fact book is one of several ways to share the information as well as their idea. Second, reading a book will make you actually more imaginative. When you studying a book especially hype book the author will bring one to imagine the story how the character types do it anything. Third, you can share your knowledge to some others. When you read this Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution, you may tells your family, friends and also soon about yours e-book. Your knowledge can inspire the mediocre, make them reading a reserve.

Valarie Chamberlin:

A lot of people always spent their very own free time to vacation or even go to the outside with them family members or their friend. Did you know? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity honestly, that is look different you can read any book. It is really fun in your case. If you enjoy the book you read you can spent all day every day to reading a book. The book Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution it is extremely good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. When you did not have enough space to deliver this book you can buy often the e-book. You can m0ore easily to read this book from the smart phone. The price is not to fund but this book has high quality.

Erik Figaro:

That book can make you to feel relax. That book Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution was colourful and of course has pictures around. As we know that book Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution has many kinds or variety. Start from kids until youngsters. For example Naruto or Investigation company Conan you can read and think you are the character on there. Therefore not at all of book are make

you bored, any it offers up you feel happy, fun and loosen up. Try to choose the best book for you personally and try to like reading which.

**Download and Read Online Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution
Matthew Futterman #BKTCE7PAXNU**

Read Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution by Matthew Futterman for online ebook

Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution by Matthew Futterman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution by Matthew Futterman books to read online.

Online Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution by Matthew Futterman ebook PDF download

Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution by Matthew Futterman Doc

Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution by Matthew Futterman Mobipocket

Players: The Story of Sports and Money, and the Visionaries Who Fought to Create a Revolution by Matthew Futterman EPub