



The Business of Sports: Cases and Text on Strategy and Management

George Foster, Stephen A. Greyser, Bill Walsh

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This is a case book written by prominent authors at both Harvard and Stanford. It contains nine core sections with approximately three to five cases per part. The parts include Leagues and Events, Sponsorship and Marketing, and Finance and Valuation. Each section is preceded with an Overview of Key Topics that set the stage for the cases and each section concludes with summary materials and discussion questions. The cases themselves focus on certain teams or aspects of team sports. It includes cases on major league soccer, the Boston Red Sox's Fenway Park, the pros and cons of hiring a sports agent, Magic Johnson's endorsement deals and the Women's NBA. Each individual case is also followed by discussion questions.

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