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Fans of the World, Unite!: A (Capitalist) Manifesto for Sports Consumers

By Stephen F. Ross, Stefan Szymanski

Stanford University Press. Hardback. Book Condition: new. BRAND NEW, Fans of the World, Unite!: A (Capitalist) Manifesto for Sports Consumers, Stephen F. Ross, Stefan Szymanski, Fans of baseball, football, basketball, and hockey have long been exploited and oppressed by the monopolistic practices of team owners. The time has come for a revolution in the organization of major U.S. sports! Fans of the World, Unite! is a clarion call to sports fans. Appealing to anyone who is in despair due to the greed and incompetence of team owners, this book proposes a significant restructuring of sports leagues. It sets out a rational program for a revolution that will serve the best interests of the fans and of the sport itself. But Stephen F. Ross and Stefan Szymanski are no Marxists: they show how a revolution in the organization of sports might even benefit the owners. By harnessing the power of markets, sports leagues can be made both more responsive to the needs of the fans, and more efficient. Ross and Szymanski have spent many years evaluating the ways in which leagues work across the globe. Drawing on their extensive study of leagues, the authors boil down their plan to two major...



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