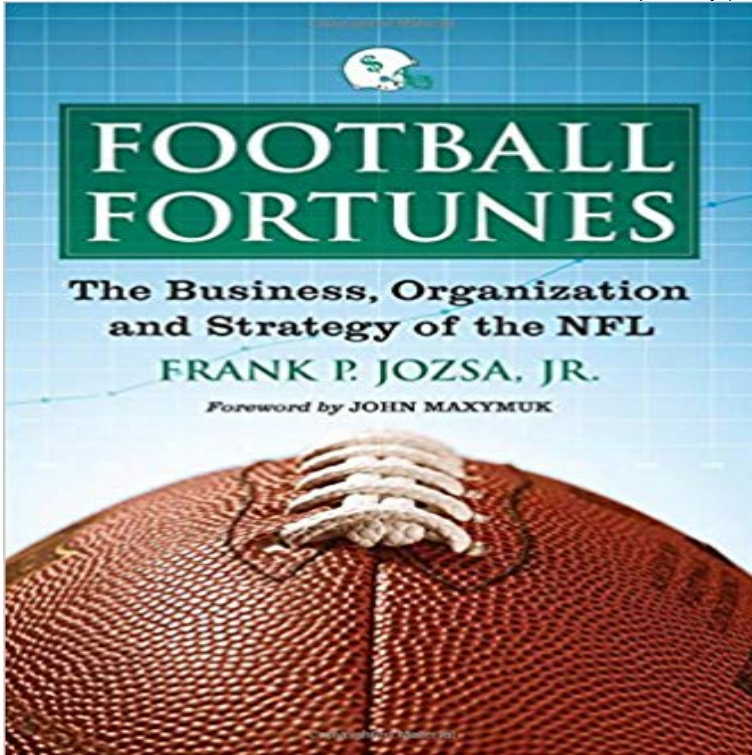


Football Fortunes: The Business, Organization and Strategy of the NFL



Football may be sport, but the National Football League is at heart a business--how else to account for the stratospheric salaries of the players and coaches? Yet most people are unaware of how that business developed. This book details the growth of an industry that generates billions of dollars in revenue; explains the intricacies of the leagues expansions and mergers, territories and relocations; the operation and organization of franchises; the role of stadiums and markets; and the effect of the NFL on domestic and foreign affairs.

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