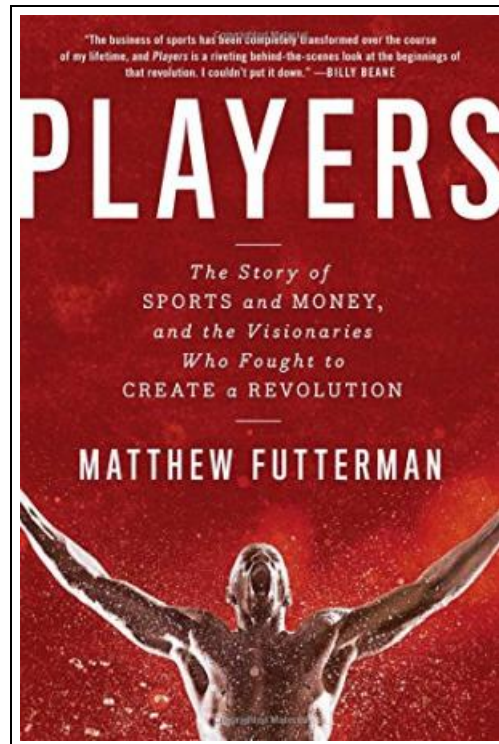


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SIMON SCHUSTER, 2016. Hardback. Condition: New. Language: English . Brand New Book. NEW YORK TIMES BESTSELLER The business of sports has been completely transformed over the course of my lifetime, and *Players* is a riveting behind-the-scenes look 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...

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