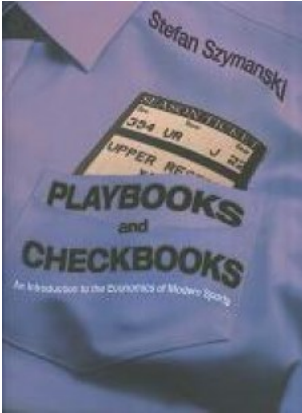


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Título: Playbooks And Checkbooks. An Introduction To The Economics Of Modern Sports

Autor: Szymanski Stefan

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Sinopsis

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Mr. Szymanski, an economics professor at the Cass Business School at City University in London, tackles the apparent paradoxes of the sports business in the head-on style of an N.F.L. linebacker. . . . He displays an impressive global knowledge of sports ranging from basketball and cricket to tennis and rugby, and provides a wealth of revealing financial information as well as entertaining sports trivia.

(Harry Hurt III New York Times)

Review

A deft mix of sports, history, and accessible economic ideas. Read it and enjoy.

(Tim Harford, author of "The Logic of Life" and "The Undercover Economist")