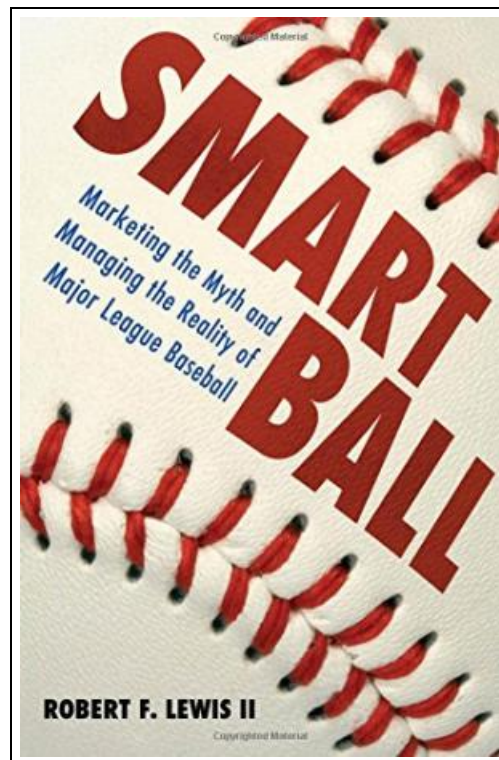


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SMART BALL: MARKETING THE MYTH AND MANAGING THE REALITY OF MAJOR LEAGUE BASEBALL (HARDBACK)

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Rethink Press, United Kingdom, 2010. Hardback. Condition: New. New. Language: English . Brand New Book ***** Print on Demand *****. Smart Ball follows Major League Baseball's history as a sport, a domestic monopoly, a neocolonial power, and an international business. MLB's challenge has been to market its popular mythology as the national pastime with pastoral, populist roots while addressing the management challenges of competing with other sports and diversions in a burgeoning global economy. Baseball researcher Robert F. Lewis II argues that MLB for years abused its legal insulation and monopoly status through arrogant treatment of its fans and players and static management of its business. As its privileged position eroded eroded in the face of increased competition from other sports and union resistance, it awakened to its perilous predicament and began aggressively courting athletes and fans at home and abroad. Using a detailed marketing analysis and applying the principles of a smart power model, the author assesses MLB's progression as a global business brand that continues to appeal to a consumer's sense of an idyllic past in the midst of a fast-paced, and often violent, present.



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