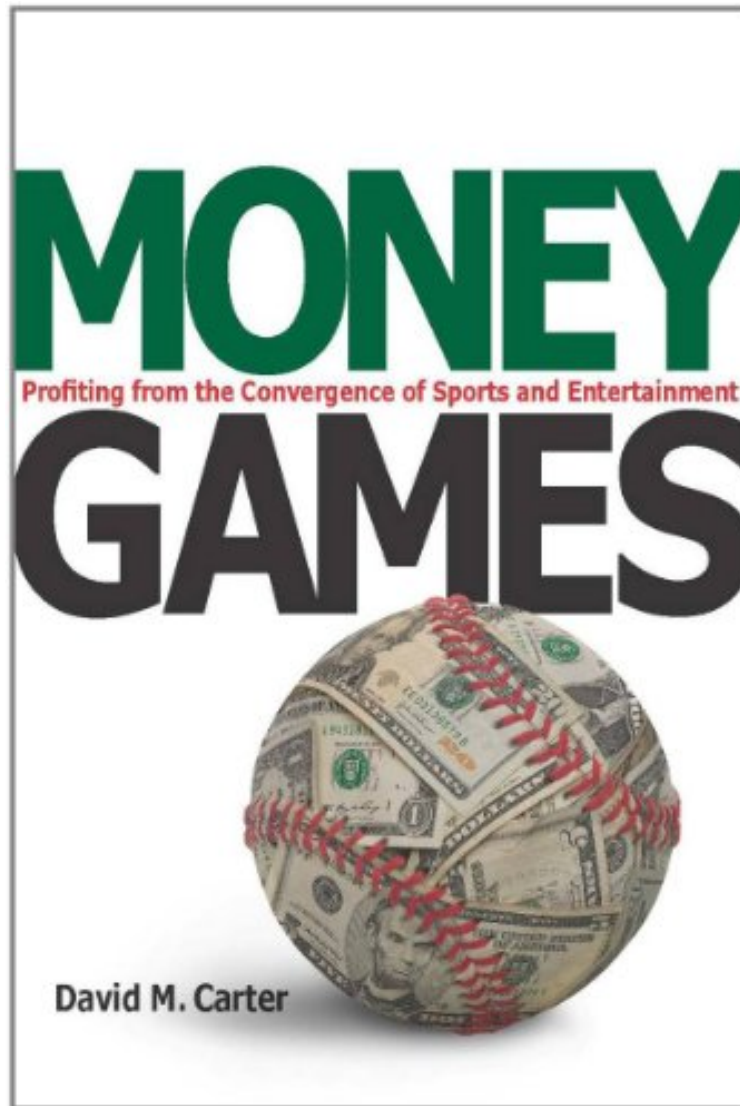


[Free and download] Money Games: Profiting from the Convergence of Sports and Entertainment

# Money Games: Profiting from the Convergence of Sports and Entertainment

*David Carter*

*audiobook / \*ebooks / Download PDF / ePub / DOC*



DOWNLOAD 

 READ ONLINE

#1342003 in eBooks 2010-11-09 2010-11-09 File Name: B005HG54CG | File size: 34.Mb

**David Carter : Money Games: Profiting from the Convergence of Sports and Entertainment** before purchasing it in order to gage whether or not it would be worth my time, and all praised Money Games: Profiting from the Convergence of Sports and Entertainment:

2 of 2 people found the following review helpful. Money GamesBy Robert HMoney Games is a great book for anyone who wants to learn about where sports are and where they are headed. Money Games is able to get interviews with extremely knowledgeable people including David Stern, the commissioner of the NBA. Despite being filled with

quality information from reliable sources Money Games is an extremely easy read and is never too dense for the common consumer. Money Games covers all sports vehicles from the behemoth NFL to the relatively smaller market WWE and everything in between. I highly recommend this book for someone who is interested in pursuing a career in sports administration or anyone who wants to really understand the franchises they follow so closely. 1 of 1 people found the following review helpful. Money Games By Rolf Dobelli Whether you're playing in a neighborhood softball game, watching the Super Bowl, or lining up a putt on your video game console, separating sports and entertainment is impossible. As technology becomes increasingly sophisticated and presents the American sports consumer with exciting new options, the business relationship between sports and entertainment in the US takes on added significance. David M. Carter, a professor of sports business, has compiled an exhaustive study tracing the development of the multibillion-dollar sports entertainment industry, from televised major league games to video gaming. Carter's painstaking research makes the book ideal as an academic resource. While it requires more than a passing interest in American sports (if you don't know a touchdown from a slam dunk, this may not be for you), getAbstract recommends Carter's work, though his obsession with detail can detract from the narrative flow. Whether you are an industry insider or an interested outsider, Carter helps you follow the money and keep your eye on the ball. 1 of 1 people found the following review helpful. Looks at the financial mating of Sports and Entertainment in the name of business and profits By Midwest Book Review Sports hasn't just been for the good of the game for a long time. "Money Games: Profiting from the Convergence of Sports and Entertainment" looks at the financial mating of Sports and Entertainment in the name of business and profits. Drawing on many examples in today's culture and explaining how it all works, and just how much business is behind today's sports, "Money Games" proves to be an excellent read for the future business man diving into the realm of sports or those simply curious about the methods behind March Madness.

The businesses behind Dubai Sports City, the branding of David Beckham, and the presence and popularity of fantasy sports leagues on the internet are unmistakable indicators that the sports and the entertainment industries are quickly becoming one and the same. But, you needn't travel far or be a hard core sports fan to appreciate this fact. Whether you play Madden NFL on the Wii, use Nike+ along with your iPod to monitor your workouts, or channel surf and take note of the number of athlete-driven commercials, evidence of this transformation is ubiquitous in today's sports viewing and consuming experience. In recent years, the rapid convergence of sports and entertainment has been key to the sports business industry's continued growth and financial success. Money Games not only analyzes how industry stakeholders have monetized this convergence, but also provides readers with answers to this core question: how can the sports business continue to profit from the blurring of sports and entertainment? Author David M. Carter considers a wide array of implications for television content, video gaming, athlete branding, the Internet, mobile technology, gambling, sports-anchored real estate development, venue technology, and corporate marketing; in short, those areas where business opportunities exist now that sports and entertainment have become one. Money Games is a must-read for professionals and future leaders of the sports and entertainment industries, and sports fans will also find an intriguing story about the evolution of the games that they cherish and follow.

"Fans, sports and media executives, and even investors will find that Carter's examination, exploration, and explanation of the changing landscape of sports and entertainment helps them understand their own experiences. From mobile technology and video games to athlete branding and corporate meetings, he interprets everyday events at home, away from home, and at-venue." Stephen A. Greyser, Harvard Business School "Money Games details what all of us in the sports industry have been witnessing over the last several years: as sports and entertainment continue to converge, substantial business opportunities result. Money Games serves as an invaluable resource for stakeholders hoping to monetize sports as entertainment." Kenneth L. Shropshire, Wharton School of the University of Pennsylvania and author of Negotiate Like the Pros and The Business of Sports Agents "Money Games presents a compelling perspective on the evolution of sports business and provides an excellent roadmap to maximizing the benefits and minimizing the pitfalls that arise at the intersection of sports and entertainment." (David Stern NBA Commissioner) "As the sports and entertainment industries converge, the opportunities to consume sports at home, on the go, and at venues multiply exponentially and the roster of stakeholders who aim to profit from this development expands. Even with the potential for billion dollar bottom lines and brands with global renown, monetizing this corporate decathlon is no easy win. The strategies and tactics that all the players will want from the boardroom to the locker room can be found in Money Games." John Nendick, Ernst Young Global Media Entertainment Industry Leader "As Major League Baseball has achieved record business performance in recent years, the line that separates sports from entertainment continues to diminish. Money Games examines the current business climate in the sports industry and identifies the challenges facing the various sports leagues in delivering fans what they want while keeping up with the different ways in which fans consume the games." (Allan H. (Bud) Selig Baseball Commissioner) About the Author David M. Carter is the Executive Director of the University of Southern California's Sports Business Institute and is a Professor of Sports Business at USC's Marshall School of Business. He is the Principal of the Sports Business Group, which has been a

premier provider of strategic marketing and business development services to the sports industry for more than a decade. In this capacity, Carter has consulted for corporations, sports organizations, sports and entertainment venues, law firms, municipalities, and individual athletes. Carter is the author of *On the Ball: What You Can Learn About Business From America's Sports Leaders* (2003), *Keeping Score: An Inside Look At Sports Marketing* (1996), and *You Can't Play The Game If You Don't Know The Rules* (1994).