

Jozsa, Frank P., Jr. National Basketball Association franchises: team performance and financial success. Lexington Books, 2017. 271p bibl index ISBN 9781498547994, \$105.00; ISBN 9781498548007 ebook, \$104.99.

Within the last ten years, Jozsa (retired, economics and business administration, Pfeiffer Univ.) has ground out a dozen books on sports-related (or sports and economics) topics, including Major League Baseball, the National Football League, college athletics, and three, counting this newest volume, on professional basketball. This reviewer's best guess is that they all follow a similar pattern or structure. The current contribution is a formulaic repetition: separating each of the 30 National Basketball Association teams, for no apparent or compelling reason, into the league's six divisions and walking through (in about half a dozen pages) each franchise's history, performance, ownership, and financials, followed by a brief concluding chapter and an appendix. These team-specific sketches are far too brief to be of any real value. The intended audience is allegedly basketball fans, though it is hard to understand the appeal for a rabid follower of basketball, who, for the most part, cares about just his or her team and its close rivals. There is nothing in the book for scholars or public policy purposes. The book is devoid of analysis, complementary league-wide information, international and racial aspects, broadcasting and arena economics, or comparisons with other sports. Summing Up: Not recommended.