

Jozsa, Frank P., Jr. Big sports, big business: a century of league expansions, mergers, and reorganizations. Praeger, 2006. 181p bibl index afp ISBN 0275991342, \$44.95 Big Sports, Big Business is basically a Big Bust. By giving thanks in the preface to his "basset hound Lucy [who] enjoys watching her peers on cable television's Animal Planet [and] playing with her toys in the living room, hallway and office," Jozsa (economics and business administration, Pfeiffer Univ.) provides a preview of the book's tedious prose and level of detail. Essentially an extension of Jozsa's doctoral dissertation, the volume chronicles virtually every change--reorganization, expansion, merger, relocation--of current and defunct franchises and leagues in North American professional team sports for the last 100-plus years. For a book that numbs the mind with names, dates, facts, data, and places, the book is remarkably sparse and simplistic--and arguably wrong--in many of its explanations and analyses, a sort of Cliffs Notes for readers who find USA Today too sophisticated. Many of the author's frequent speculative asides are unsubstantiated or contradicted by the research of leading scholars in the field. The scholarly apparatus--endnotes, references, and index--is inadequate. Summing Up: Not recommended. -- A. R. Sanderson, University of Chicago