

**Mitchell, Lincoln Abraham. Will big league baseball survive?: globalization, the end of television, youth sports, and the future of Major League Baseball. Temple, 2016 (c2017). 210p index afp ISBN 9781439913789, \$94.50; ISBN 9781439913796 pbk, \$24.95; ISBN 9781439913802 ebook, \$24.95.**

Wrapped around seven stand-alone (though sometimes repetitive) chapters, titles of which only baseball cognoscenti who have no life will recognize, writer Mitchell meanders around the question his book's title poses. Interspersed within and across chapters, the author purports to employ an analytical approach to delving into that industry's past, present, and future, but for the most part factoids, human interest stories, and homilies dominate the prose as he lays at the lap of the commissioner, franchises, and fans the challenges posed by globalization, changing demographics, and technological change. The various historical stopping points—Negro leagues and integration, minor versus major leagues, baseball beyond US borders, youth and girls leagues, television and social media—could have been of more value had Mitchell utilized side-by-side comparisons with other professional league sports. He is not an economist, and this is painfully obvious in his coverage of various financial underpinnings. For the middle-aged fan, this is a pleasurable read at the beach or on a plane; for public policy decision-makers or industry insiders, not so much; for scholars across several disciplines, not at all. Summing Up: Recommended. Lower-division undergraduates and general readers only.