

Zimbalist, Andrew. The bottom line: observations and arguments on the sports business. Temple University, 2006. 304p index afp ISBN 1592135129, \$64.50; ISBN 1592135137 pbk, \$22.95 The bottom line on The Bottom Line? Definitely worth the money and time, even though it reprints work previously published. The author of several excellent books on baseball economics, Zimbalist (economics, Smith College) is an indefatigable, seemingly ubiquitous commentator on the business of sports in the print and broadcast media. For this volume he cleaned out his file cabinet and assembled more than 100 of his columns. Most first appeared in Sports Business Journal, but sprinkled into the mix are Op-Ed pieces written for The New York Times, Wall Street Journal, and regional newspapers around the country. The selections are divided into six parts. Part 1 tackles how one should think about the dollar values for franchises and players bandied about in the press; part 2, professional leagues themselves, principally competitive balance across teams; part 3, stadiums and stadium finances; part 4, owner-player relations, including lockouts, strikes, payroll caps, and public policy; part 5, the economics of intercollegiate athletics, including making sense of the dollars, the power of the NCAA, and Title IX; part 6 (an odd mélange), the media and steroids. Readers will be informed by most of these opinion pieces and infuriated by others. But Zimbalist should not be ignored. Summing Up: Highly recommended. All readers; all levels. -- A. R. Sanderson, University of Chicago