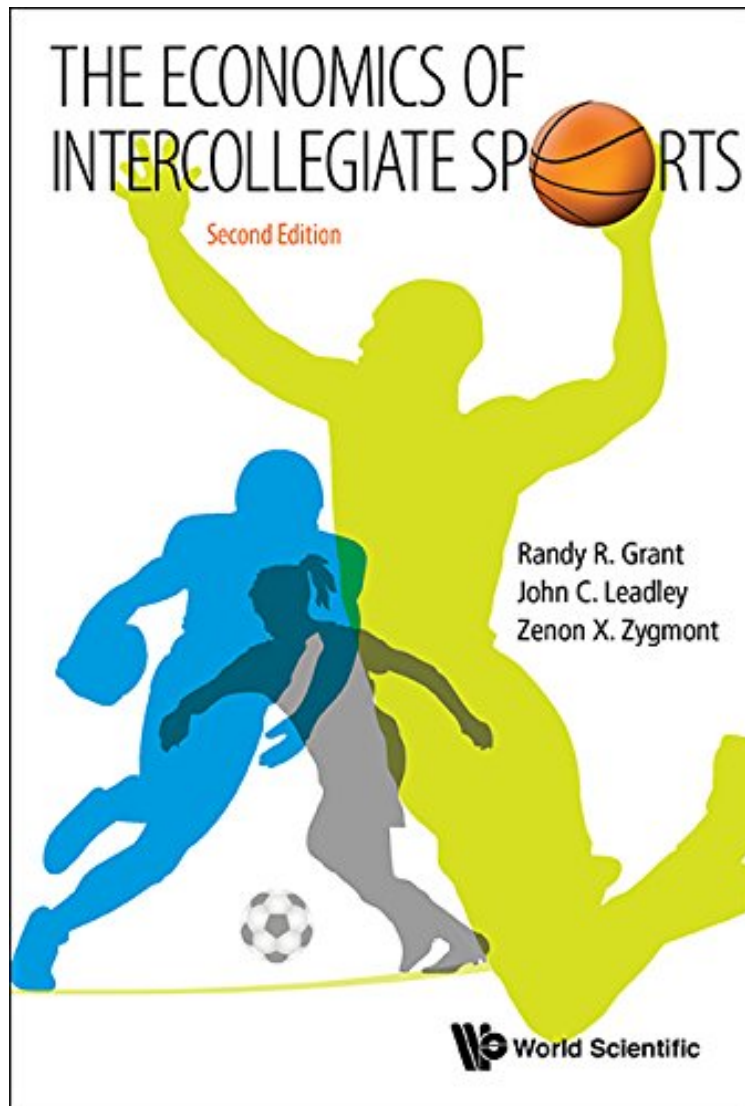


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## The Economics of Intercollegiate Sports

*Randy R Grant, John C Leadley, Zenon X Zygmunt*  
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about the business of college sports, particularly the big-money sports of football and basketball, allowing them to answer these and other important questions. The book provides undergraduate students with the information and economic tools to analyze the behavior of the NCAA, athletic conferences, and individual colleges and universities in the market for college sports. Specific topics include the markets for athletes and coaches, the importance of athletics for colleges and universities, the finances of athletic departments, the influence of the media in commercializing college sports, issues of race and gender, and the possibilities for reforming college sports.

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The Media and Intercollegiate Sports  
Race and Gender Issues in Intercollegiate Sports  
Reforming College Sports  
Four Case Studies  
**Readership:** Graduates, academics and public sector regulators interested in sports economics.  
**Key Features:** Updated to cover recent developments in intercollegiate sports, including changes in NCAA policy, the finances of athletic departments, media contracts, and conference realignment  
The book continues to be the only textbook exclusively focused on the economics of college sports

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**From the Inside Flap**  
Why do universities place so much emphasis on athletics? Are the salaries of head coaches excessive? Should student-athletes be paid? Why is there so much cheating in college sports? Should athletic departments be subsidized by the university? Does Title IX unfairly discriminate against men's sports? This textbook is designed to help teach students about the business of college sports, particularly the big-money sports of football and basketball, allowing them to answer these and other important questions. The book provides undergraduate students with the information and economic tools to analyze the behavior of the NCAA, athletic conferences, and individual colleges and universities in the market for college sports. Specific topics include the markets for athletes and coaches, the importance of athletics for colleges and universities, the finances of athletic departments, the influence of the media in commercializing college sports, issues of race and gender, and the possibilities for reforming college sports.