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By McFall, Todd

Palgrave Macmillan, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service!

Summary: The economics of the NCAA Division I men's basketball league are peculiar because it fails to hire the best college-aged players and does little to enhance competitive balance within the league. The league's policy decisions and its ability to remain economically viable, despite its short-sighted governance decisions, are discussed.

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