## **CONTENTS**

## Introduction 1

	Introduction 1	
	COLLEGE MYTHS	
1	Revenue Sports Pay for Nonrevenue Sports 7	
2	An Arms Race Drives College Sports Spending 22	
3	Athletic Departments Are a Drag on the University Budget	41
4	Conference Revenue Sharing Levels the Football Field	
	and Basketball Court 59	
5	Pay-for-play Will Bankrupt College Athletic Departments	80
6	Title IX Compliance Must Come at the Cost of	
	Men's Participation 95	
7	The FBS Playoff Will Be Better than the BCS 110	
	PRO MYTHS	
8	Owners and General Managers Are Inept 133	
9	Owners Lose Money on Their Sports Teams 154	
10	Player Salary Demands Increase Ticket Prices 170	
11	Failure to Act on the Issue of Competitive Balance	
	Is Hurting Some Sports Leagues 188	
12	Player Drafts and Revenue Sharing Will Improve	
	Competitive Balance 211	
13	Owners Should Be More Vigilant in Policing Performance-	
	Enhancing Drugs 226	

## viii Contents

- Everybody Loses When Labor-Management RelationsGo South 239
- 15 Major League Baseball Should Emulate the National Football League 253

Conclusions 271

References and Further Reading 275

Index 287