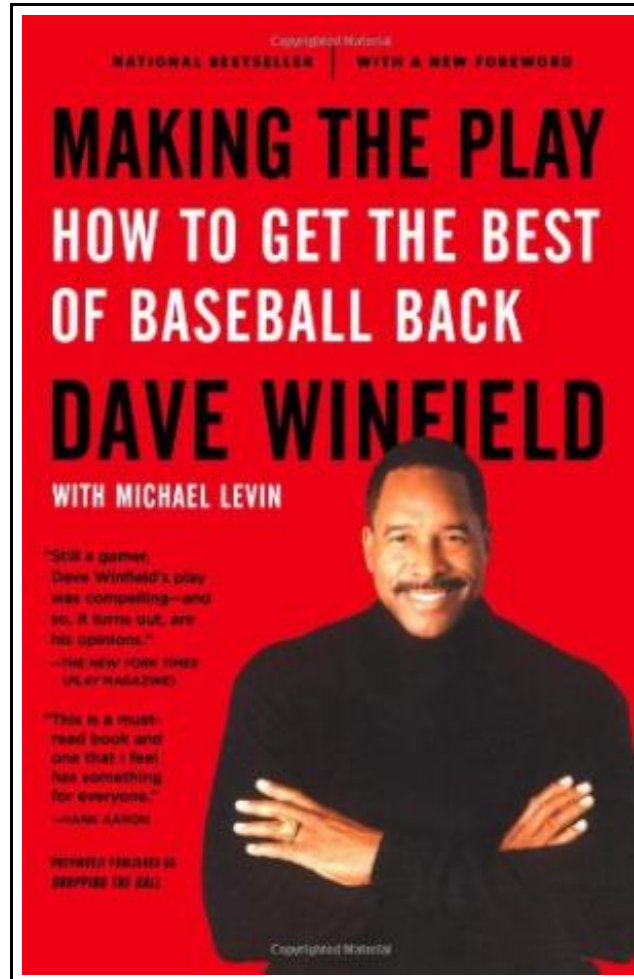


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MAKING THE PLAY: HOW TO GET THE BEST OF BASEBALL BACK



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SIMON SCHUSTER, United States, 2008. Paperback. Book Condition: New. Reprint. 208 x 137 mm. Language: English . Brand New Book. Baseball is in trouble. Yes, revenue has never been higher, attendance has never been better, and baseball has never had a stronger international presence. But the game has rarely faced more significant problems: Steroid scandals, management-labor rifts, self-centered superstars, a dramatic decline in the number of African American players and fans, constraints on youth baseball fields and resources, and competition from other sports and entertainment options all threaten the foundations of our national pastime. Dave Winfield knows and loves the game and he believes baseball can be rescued and revitalized. A respected role model and ambassador of the sport, Winfield outlines his strategy for making baseball the game he knows it can be: inclusive, empowering, and entertaining. He focuses on how to make the game more fan-friendly, and especially how to reach out to the African American community. From the commissioner's office to the kids on the street, Winfield examines the game from every perspective, offering ideas and solutions for diversifying front offices; marketing the game; developing community-based programs; and working out fair, creative, and lucrative parameters for the business of baseball. Making the Play inspires readers to get out of the armchair and into the action.



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