

Introduction

Decades and even centuries ago, a number of amateur and professional team sports were successfully founded and continued to exist during 2008 within one or more countries throughout the world. Indeed, after they had emerged, developed, and matured — and thus became increasingly competitive, popular, and perhaps profitable — a majority of them gradually expanded into urban, suburban, and rural communities of other nations within areas of Central, North and South America, and into regions of Africa, Asia, Australia, and Eastern and Western Europe. As a result, such international sports as baseball and ice hockey are currently well established and therefore games are played among associations, leagues, and their respective teams that perform at the local, regional, and/or national levels, and also by groups that are located across borders, continents, and time zones.

Given their audiences, histories, and traditions, and for various business, cultural, demographic, economic, legal and/or political reasons, the dispersion of several team and/or individual sports has been restricted geographically to merely one or a few markets. Amateur and professional American football games, for example, primarily occur between teams that are based on the United States, while according to one source in the literature, archery is a national pastime in Bhutan, horse racing in Hong Kong, and kick boxing in Cambodia. Similarly, and with respect to some countries and regions, there appears to be extremely limited boundaries for other types of sports such as

2 Global Sports

Australian Rules football, Gaelic football, table tennis, rugby league, rugby union, and wrestling. It is uncertain, however, whether the future demands for — and games of — these unique sports will diminish, increase, or remain confined to specific areas of the world beyond the early 2000s.¹

Although the athletes, clubs, and/or teams within and between two or more nations play them, some sports especially appeal to segments of populations and to particular age, ethnic, income, racial, and/or social groups. For sure, they are occasionally featured and broadcast on major networks and public television programs, and written about in the print media and different kinds of sports literature. These specific sports include bowling, car racing, cycling, figure skating, golf, lacrosse, rodeo, road running, softball, swimming, tennis, track and field, and yachting. Consequently, because of their nature, purpose, and status from national and transnational perspectives, the individual and team sports that were mentioned in this and the previous paragraph are less strategic and interesting to compare and measure than others, and therefore they are excluded from — and not analyzed in — *Global Sports: Cultures, Markets and Organizations*.

PURPOSE OF THIS BOOK

Based in part on the short- and long-run economic implications and business trends and consequences of globalization and on such worldwide events as the Olympic Games, World Baseball Classics and World Cup tournaments, and also predicated on pre-adults' and adults' familiarity, interest, and participation in sporting activities, it was required of me to select for this study a unique but representative combination of sports and nations to focus on, research and evaluate. Accordingly, this criterion compelled me to select and analyze a few independent but significant multinational team sports. These choices were baseball, basketball, soccer, ice hockey (or hockey), and to a lesser extent, cricket, which is examined in Appendix A.

¹ Besides reviewing the Internet web sites about sports in various nations, see “National Sport,” at <http://en.wikipedia.org> cited 3 June 2007. This reading contains recent lists of national sports by country, lists of countries by their most popular sport, and lists of other sports references. Also, see the *World Almanac and Book of Facts 2008* (New York, NY: World Almanac Books, 2008) for information about the outstanding performances of one or more athletes and the historical events of various individual and team sports.

Other than cricket, several economic aspects and commercial elements of five team sports were thoroughly discussed in *Sports Capitalism: The Foreign Business of American Professional Leagues*. Specifically, that book contains information in chapters about the prior, ongoing, and future internationalization — if any — and commercialization of US-based leagues. That is, Major League Baseball (MLB) and the National Football League (NFL), National Basketball Association (NBA), National Hockey League (NHL) and Major League Soccer (MLS).²

Besides the contents in *Sports Capitalism*, the historical affairs and business operations of franchises within these five American professional sports organizations were also examined in one or more of the following books. These are: *Relocating Teams and Expanding Leagues in Professional Sports: How the Major Leagues Respond to Market Conditions*; *American Sports Empire: How the Leagues Breed Success*; *Baseball, Inc.: The National Pastime as Big Business*; *Big Sports, Big Business: A Century of League Expansions, Mergers, and Reorganizations*; and *Baseball in Crisis: Spiraling Costs, Bad Behavior, Uncertain Future*.³

Before conducting a literature review for this title, a crucial decision of mine was to discriminate by choosing three special countries as prime sites for each of the five team sports. In other words, I had to determine where these sports were in existence and continue to be relatively popular and thus a major form of entertainment and pleasure for fans and also for a number of age, ethnic, racial, and social groups among the populations of people. After considering different sets of nations and distinguishing between their peculiar characteristics, locations, and qualities, four primary sports in a total

² For histories and operations, and the commercial activities and strategies of these US-based sports organizations, read Frank P. Jozsa, Jr. *Sports Capitalism: The Foreign Business of American Professional Leagues* (Aldershot, England: Ashgate Publishing Limited, 2004).

³ Co-authored by Frank P. Jozsa, Jr. and John J. Guthrie, Jr., the first book is *Relocating Teams and Expanding Leagues in Professional Sports: How the Major Leagues Respond to Market Conditions* (Westport, CT: Quorum Books, 1999). And authored by Frank P. Jozsa, Jr. are *American Sports Empire: How the Leagues Breed Success* (Westport, CT: Praeger Publishers, 2003); *Baseball, Inc.: The National Pastime as Big Business* (Jefferson, NC: McFarland & Company, Inc., Publishers, 2006); *Big Sports, Big Business: A Century of League Expansions, Mergers, and Reorganizations* (Westport, CT: Praeger Publishers, 2006); *Baseball in Crisis: Spiraling Costs, Bad Behavior, Uncertain Future* (Jefferson, NC: McFarland & Company, Inc., Publishers, 2008).

4 *Global Sports*

of 12 countries were identified and then portrayed and profiled in Chapters 2-5 followed by the game of cricket within three countries in Appendix A. At least one of the most dominant sports of a nation includes, for example, baseball in the Dominican Republic, basketball in the Philippines, soccer in England, ice hockey in Finland, and cricket in Australia. In short, each sport — when exposed and contrasted in the various nations — revealed to what extent it has existed as a component of the respective country's consumer market, culture, and nationalism.

To further justify my decision for this title, each of the sports I selected exists and performs in the United States and elsewhere, has league and team histories and interesting organizational trends, and also is extremely popular especially for millions of fans and among the general population of several countries across the world. In turn, a large number of dedicated, young, and adult female and male athletes have a tremendous passion to play and excel on clubs in such national sports as baseball in Venezuela, basketball in China, soccer in England, ice hockey in Canada, and cricket in India. Thus, these are special and unique team sports that have influenced the customs, habits, and other traditions and social behaviors of institutions and people. Finally, there are data, statistics, and historical information available to research and study about sports in the 15 respective nations.

Before discussing the sports literature and reviewing this book's organization by sections, it is important to note that Chapters 2-5 and Appendix A in *Global Sports* incorporate some historical information about how extensively these five team sports have developed in the United States through 2007, and then occasionally how each of them relate to its counterpart in three foreign nations. Hence, a few key observations and interesting facts about MLB and the NBA, and MLS and the NHL are oriented, respectively, to elements of baseball, basketball, soccer, and ice hockey as these sports prevail in other countries. Furthermore, the game of cricket, which is principally played in several nations by clubs and teams within associations, leagues, and other groups, is related to its development, environment, and status as a sport in the United States.

Therefore, the next two sections of this chapter consist of the Literature Review and Book Organization along with the Notes. Essentially, at least two books about each of the five sports are featured in the Literature Review coupled with readings on sports business and economics, while overviews of Chapters 2-5 and Appendix A are highlighted in the part titled Book Organization. Finally, the Introduction's Notes include titles and complete

references to some of the important publications that are listed in various sections of the Selected Bibliography.

LITERATURE REVIEW

For the topics covered in Chapters 2-5 and Appendix A, I scanned several different sources within the literature. These were primarily books, databases, online and printed articles, journals, magazines, newspapers, and periodicals because, in total, they contained data, facts and statistics, and historical information that discussed one or more of the team sports in each of the 15 nations. As a result, the most interesting, provocative, and relevant materials from the literature are presented in the Selected Bibliography and also used as references to develop the tables, themes, and topics in the contents of the four chapters and the appendices. At the same time, this research task meant that numerous documents about baseball and the other four team sports were read but not directly used because these readings did not relate to these sports' business and/or economics, or to their culture, development, history, and/or popularity within and among the specific nations of this study.

Furthermore, a few books and other publications about such popular foreign sports as cricket, hockey, and soccer had been discontinued and/or were unavailable online or not located in American college or public libraries. Accordingly, it was not possible for me to collect and review these materials. Simply put, the Selected Bibliography contains many of the accessible, current, and scholarly readings about the sports environments and industries within and between specific nations. Nevertheless, fans know that baseball as a sport, for instance, exists and is moderately popular among populations in countries besides the Dominican Republic, Japan, and Venezuela. Thus, because of the problems associated with obtaining particular online and printed materials, readers of *Global Sports* should be aware that baseball is a national sport in Cuba and Nicaragua, basketball in Lithuania and Uruguay, soccer in Iran and Yemen, ice hockey in Slovakia and Switzerland, and cricket in Guyana and Jamaica.

Unfortunately, some sports readings in the sources of the literature were useless as references to this title since their contents were totally printed in languages other than English. This occurred, for example, with respect to articles listed on a few foreign Internet web sites. That is, these sites may have contained some detailed and valuable data, facts, and other information

6 Global Sports

about baseball in Spanish, basketball in Chinese, soccer in German, ice hockey in Finnish, and cricket in Urdu, Sindhi, or Pashto. Consequently, this literature had failed to contribute any knowledge as an input to me in studying the business history, cultural development, and economics of these five sports. Even so, the difficulties, issues, and problems that arose because of a failure to translate readings printed in foreign languages into English did not impose a hardship or serious obstacle to the research of topics for the contents in the respective chapters and appendices of *Global Sports*.

Baseball

For this local, national, and transnational sport, three books have been especially important to me as literature sources. As such, these titles teach their audiences to appreciate, learn, and comprehend the origin, development, and role of baseball within specific nations and among geographical areas of the world. Edited by George Gmelch in 2006, *Baseball Without Borders: The International Pastime* contains several original essays about why and how the history and culture of the sport is different between such small countries as Cuba, Puerto Rico, and South Korea. The essays, which were written by anthropologists, journalists, historians and college English professors, are organized into four sections by region — that is of the Americas, Asia, Europe, and the Pacific. As a result, *Baseball Without Borders* provides for its readers some interesting facts and viewpoints on topics like the organization and play of Little Leagues in Taiwan and about high school baseball athletes, leagues, and teams in Japan. Indeed, the book is instructive and entertaining, and also unique in identifying and clarifying some local, regional, and national features of the sport within foreign countries.⁴

The next book that I reviewed about the game of baseball is *Diamonds Around the Globe: The Encyclopedia of International Baseball*. Authored in 2005 by scholar Peter C. Bjarkman, this title discusses the sport's culture, history, and tradition within such countries as Australia, Canada, and Mexico. Moreover, it gives detailed results of baseball tournaments that were held throughout the world and highlights the biographies of famous foreign

⁴ See George Gmelch (Ed.), *Baseball Without Borders: The International Pastime* (Lincoln, NB: Bison Books, 2006). Indeed, Professor Gmelch authored or co-authored eight other books including *Inside Pitch: Life Inside Professional Baseball* (Lincoln, NB: Bison Books, 2006), and with J.J. Weiner, *In the Ballpark: The Working Lives of Baseball People* (Lincoln, NB: Bison Books, 2006).

ballplayers. Besides information included in the book's 11 chapters, there is a chronology of the sport's greatest moments and other important baseball events, and also an annotated bibliography, black and white photographs dispersed throughout the volume, an updated international baseball timeline, and a roster of members who were officially honored and inducted into the International Baseball Federation. In short, Bjarkman proves in *Diamonds Around the Globe* that baseball is undoubtedly an international game and according to the *Library Journal*, his book is "Truly a triumph of research and good writing, [and] this gem should be on the reference shelves of all libraries boasting a serious baseball collection."⁵

Alan M. Klein's *Growing the Game: The Globalization of Major League Baseball* is the third book of interest to me with reference to this sport. Published in 2006, this volume discusses some reasons and ways that caused the game to become global and explains how the US-based big league teams operate their training academies in a number of foreign nations. As such, Klein focused primarily on the international aspects of baseball and studied whether the sport will or will not continue to expand — and prosper or fail — throughout various areas of the world. One reviewer stated his or her views about *Growing the Game* as follows: "This is an excellent book from a first rate scholar who combines theoretical and empirical insights and an engaging look into the development of baseball across the globe."⁶

Basketball

For this increasingly popular and expanding team sport, the next two books expose a number of relevant facts and highlight personal experiences regarding the emergence and historical growth of basketball in different nations across the planet. Authored, respectively, by Walter LaFeber in 1999

⁵ There is Peter C. Bjarkman, *Diamonds Around the Globe: The Encyclopedia of International Baseball* (Westport, CT: Greenwood Press, 2005). In my opinion, this is one of the most detailed, well-organized, and thorough books written on international baseball.

⁶ When, why, and how big league baseball reinvigorated itself domestically and internationally is, in part, discussed in Alan M. Klein, *Growing the Game: The Globalization of Major League Baseball* (New Haven, CT: Yale University Press, 2006). For some insights about MLB teams' training academies in nations of Latin America, there is Arturo J. Marcano, and David P. Fidler. *Stealing Lives: The Globalization of Baseball and the Tragic Story of Alexis Quiroz* (Bloomington, IN: Indiana University Press, 2003).

8 Global Sports

and Alexander Wolff in 2002, these titles are *Michael Jordan and the New Global Capitalism* and *Big Game, Small World: A Basketball Adventure*. The former title examines some of the relationships that had evolved between the former NBA's Chicago Bulls legend Michael Jordan and the cultural, economic, and social effects of global capitalism among age groups in various countries. Specifically, former Cornell University historian LaFeber links Jordan's athletic career, charisma, and popularity as a player to the worldwide marketing and promotion of basketball among populations in cities and rural communities within developed and developing nations. In his analysis, the book's author tends to critique the impact of unbridled capitalism on societies because of the shoddy labor market practices, relentless brand advertising, and aggressive pricing policies of such powerful mega corporations as Disney, Nike, and McDonald's across the world. Furthermore, LaFeber connects basketball with America's century of economic dominance and then explains how the sport became a multibillion-dollar business. Despite these issues, however, *Michael Jordan and the New Global Capitalism* tells us how, when, and why basketball became a part of several foreign nations' cultures and economies, and the pastime of sports fans who live in populated and remote regions of the world.⁷

Meanwhile, the New York Times' Notable Book of the Year — *Big Game, Small World: A Basketball Adventure* — discusses *Sports Illustrated* journalist Alexander Wolff's experiences while he visited 16 foreign nations and eight US states during various fall, winter, spring, and summer months in primarily the 1990s, and his knowledge, theories, and viewpoints about basketball being a popular and prominent sport in each of these places. Consequently, this title describes in general how basketball evolved internationally and then traces its development and success in establishing groups of fans within communities of Angola, Italy, and Ireland, and of course in rural and urban areas of China, Lithuania, and the Philippines. In the book's 27 essays, Wolff includes interesting anecdotes and his philosophies about the sport, and also mentions how national politics and local politicians had influenced the penetration and progress of basketball in some cities of foreign nations. As expressed by one reviewer of the book, "Wolff keeps the story light and full of offbeat humor, while using his sharp skills to sniff out a story. He shows how the sport's ferocity, power, and grace appeal to the human

⁷ Walter LaFeber, *Michael Jordan and the New Global Capitalism* (New York, NY, London, England: W.W. Norton & Company, 1999).

passions in everyone, and how finding fascinating people go far in humanizing basketball in a global context.”⁸

Cricket

For this distinct and international sport, the following books were identified and reviewed by me because each of them indicates how the game of cricket had become and remained a national pastime in such nations as Australia, India, and Pakistan. Published as a first edition in 1994 and then as a second edition in 2003, *A History of Australian Cricket* examines how the sport started in the early 1800s, demonstrates the competitiveness of English teams that had toured and played matches during the 1860s and 1870s, explains why Australian clubs excelled and have continued to dominate the sport from the early- to mid-1900s into the early 2000s, and notes the significance of the Australian Cricket Academy for being established in 1981. Furthermore, the book’s co-authors Chris Harte and Bernard Whimpress reveal some interesting history about the background arrangements and feud that had existed between the Australian Cricket Board and State Associations, and about the great career of Sir Donald Bradman as a batsman and administrator. Accordingly, the various “Australia [clubs] are probably the greatest cricket team[s] the world has ever seen and this [book] is the story of their journey to the top.”⁹

Besides that interesting and well-regarded title, in 2007 Peter Roebuck authored *In It to Win It: The Australian Cricket Supremacy*. Basically, this volume discusses some reasons for the longstanding success of Australia in test cricket tournaments, one-day international matches, and the new Twenty20 format. Within the book, Roebuck describes the mental and physical toughness, strength, and skill of such great players from Australia as David Boon, Adam Gilchrist, and Steve Waugh, and he also evaluates the intensity,

⁸ Wolff’s sports book is thoughtfully prepared, engaging and stylish. For his experiences and travels, see Alexander Wolff, *Big Game, Small World: A Basketball Adventure* (New York, NY: Warner Books, 2002).

⁹ To understand why Australia has dominated many international cricket matches, series, and tournaments in recent years and during some previous decades, read Chris Harte and Bernard Whimpress. *A History of Australian Cricket* (London, England: Andre Deutsch Ltd., 2003); Richard Beard. *Many Pursuits: Beating the Australians* (London, England: Yellow Jersey Press, 2006); Julian Knight. *Cricket For Dummies* (West Sussex, England: John Wiley & Sons, Ltd., 2006).

hubris, and commotion surrounding Australian cricket. In the end, readers of *In It to Win It* will learn why Australia's cricket teams have been outstanding in all formats and usually are superior to the top national clubs of other nations. Finally, for more comprehensive details and facts, and complete references about various aspects of cricket events, leagues, teams, and players, see Ronald Cardwell and Roger Page's *The Fifty Best Australian Cricket Books of All Time*, which was produced by Cherrybrook Publishers in 2006.¹⁰

For one book each about cricket in India and Pakistan, there are respectively, *The Magic of Indian Cricket: Cricket and Society in India*, which was published in 2006, and *Pride and Passion: An Exhilarating Half Century of Cricket in Pakistan*, which was printed in 1999. In the former volume, renowned author and critic Mihir Bose traces the development of cricket from when it had emerged as a colonial pastime in India to being a national passion and commercial powerhouse in the nation's culture and society. Interestingly, Bose discusses cricket and its ties to India's identity, caste system, politics and race, and he also analyzes how television, media coverage, and sponsorships have transformed the sport from being an amateur enterprise into a big business. Indeed, Bose's book is factual, insightful, and passionate, and thus exposes the controversies, myths, and problems of Indian cricket. In the latter volume, author Omar Noman delves into the game of cricket as it was — and currently is — played throughout Pakistan. Besides documenting great moments and players of the sport, Noman also discusses such issues as ball tampering, biased umpiring, fixing of matches, and gambling. Furthermore, he explains how Pakistan has become innovative and thus led the expansion of the sport into nations of the Far East and Middle East. After being cited as a vital contribution and tremendous addition to the literature, one reviewer of *Pride and Passion* said: "This book is a must for all serious lovers of the game and highly recommended for all others. His [Noman's] enthusiasm is irresistible and makes the book very special."¹¹

¹⁰ These two books about cricket are Peter Roebuck. *In It to Win It: The Australian Cricket Supremacy* (Crows Nest, New South Wales: Allen & Unwin, 2006), and Ronald Cardwell and Roger Page. *The Fifty Best Australian Cricket Books of All Time* (Sydney, Australia: Cherrybrook, 2006).

¹¹ See Mihir Bose. *The Magic of Indian Cricket: Cricket and Society in India* (London, England: Routledge, 2006), and Omar Noman. *Pride and Passion: An Exhilarating Half Century of Cricket in Pakistan* (New York, NY: Oxford University Press, 1999).

Soccer

For this exciting, fast-paced, and glorious team sport, two books were authored by Keir Radnedge during the early 2000s. In turn, they serve as excellent and fundamental resources to learn about and understand the game of soccer and also its existence within nations. Being published by Carlton Books, these titles are *The Complete Encyclopedia of Soccer: The Bible of World Soccer* and *The Ultimate Encyclopedia of Soccer: The Definitive Illustrated Guide to World Soccer*. The first book celebrates the world's most popular and top-ranked sport by providing in-depth information and histories about the leading international soccer teams and the club events of the Federation Internationale de Football Association (FIFA) confederations and American professional leagues, and by highlighting many of the sport's famous players, coaches and stadiums, and its classic and legendary matches. Moreover, the book examines soccer's laws, policies, and tactics that have gradually evolved since the late 1800s and thus affected the structure, conduct, and performance of the sport. Although Radnedge has been criticized by some experts and international soccer officials for inflating the talents of MLS players and overlooking such superior European clubs as Arsenal, Manchester United and Real Madrid, his book is a recommended title that should be read by all soccer fans.¹²

Meanwhile, Radnedge's second book provides a thorough discussion of key matches, strategies of teams in tournaments, and the culture of soccer within several foreign nations. Moreover, *The Ultimate Encyclopedia of Soccer* includes approximately 250 photographs, and some personal details about 200 players and other matters related to the organization of soccer in

Other interesting books about cricket in India and/or Pakistan are Mihir Bose. *A History of Indian Cricket* (London, England: Andre Deutsch Ltd., 2002); K.R. Wadhwaney, *Indian Cricket and Corruption* (New Delhi, India: Siddharth Publications, 2005); Ramachandra Guha. *A Corner of a Foreign Field: The Indian History of a British Sport* (London, England: Picador, 2002); Shaharyar Khan. *Cricket: A Bridge of Peace* (Karachi, Pakistan: Oxford University Press, 2005); Lateef Jafri. *History of Pakistan Test Cricket* (Karachi, Pakistan: Royal Book Company, 2003); Brian Stoddart and Keith A.P. Sandiford, *The Imperial Game: Cricket, Culture, and Society* (Manchester, England: Manchester University Press, 1998).

¹² Keir Radnedge authored these two books. They are *The Complete Encyclopedia of Soccer: The Bible of World Soccer* (London, England: Carlton Books, 2002), and *The Ultimate Encyclopedia of Soccer: The Definitive Illustrated Guide to World Soccer* (London, England: Carlton Books, 2004).

countries affiliated with FIFA. In total, author Keir Radnedge's two books are important contributions to the literature of this great team sport and of course, to its history, development, and popularity in many countries across the globe. If, for some reason, these books are not readily available in local bookstores and libraries, an alternative title for readers who love the game of soccer is Dan Woog's *The Ultimate Soccer Encyclopedia*. For sure, this volume identifies the sport's terminology, top players, and famous teams, and contains many relevant facts and statistics about soccer events and some interesting maps, images and trivia.¹³

Ice Hockey

For aspects of this special winter team sport, I reviewed two interesting books. They, in turn, represent the game of ice hockey and its role from a broad range of national and international perspectives. First, in the *Tropic of Hockey: My Search For the Game in Unlikely Places*, author and dispossessed fan Dave Bidini searched for athlete's playing ice hockey in its purest form. That is, he traveled to and visited such nations as China, Hong Kong, Romania, and the United Arab Emirates, and discovered ice hockey players who had introduced their peculiar and unique cultural imperatives into the sport. Furthermore, he watched teams that competed against each other as rival ethnic and racial groups, and then he located rinks in very unorthodox places of the world. In other words, Bidini — who was known by friends to be an avid recreational athlete and rock musician — told about his experiences from observing and studying the game other than when it was officially scheduled and played by teams in foreign and US amateur leagues and by professional clubs in the NHL. Indeed, this 2004 book was written for — and targeted to — traditional fans of the sport who remember it without the limitations and constraints of policies, regulations and rules, and before the

¹³ As stated by a reviewer in an edition of *Children's Literature*, this book is a good reference for a reluctant reader who happens to love soccer, but also be prepared to listen to the kid's recitation of facts about the game. For other important titles about the sport as it is played in various nations, see Dan Woog. *The Ultimate Soccer Encyclopedia* (Chicago, IL: Lowell House, 2000); Michael Lewis. *Soccer for Dummies* (New York, NY: Hungry Minds, Inc., 2000); Mike Ross. *England Soccer: The International Line-Ups & Statistics* (Cleethorpes, DN, England: Soccer Books Ltd., 1995); Alan, Tomlinson and Christopher Young, *German Football: History, Culture, Society and the World Cup 2006* (Abingdon, Oxford, UK: Routledge, 2006).

interruption of games for half-times and intermissions, and because of radio and television announcements and commercials. As the *Tropic of Hockey* is described by its publisher, which is The Lyons Press, “Bidini weaves hilarious stories of encounters with odd-sized rinks and players of widely different talents and experiences with tales of his travels and spot-on observations about the game and players in North America.”¹⁴

Regarding the second title about ice hockey, in *Kings of the Ice: A History of World Hockey* the authors captured epic moments of the sport and its greatest players, discussed the spirit and energy of the game, and identified the dedicated and passionate support of nation’s hockey fans. Moreover, this 2002 book highlighted the glories of unspectacular hockey players and also it provided insightful and detailed statistics about particular seasons, leagues, teams, and events. In retrospect, the book’s contents are enlightening and especially useful for research purposes by international hockey historians, while the photos in the chapters are unique and of professional quality. Furthermore, some of the world’s best hockey writers authored the essays in the book. These commentators and critics of the game included Ales Brezina, Denis Gibbons, Dmitri Ryzkov, Nikolai Vukolov and Pavel Barta. Based on its impressive array of topics, *Kings of the Ice* is a valuable contribution to the literature since it covers the culture, history and success of world hockey. As stated in an article that was published in *Foreword Magazine*, “With its combination of history, player analysis, and statistics, *Kings of the Ice* will no doubt become the reference source for years to come.”¹⁵

¹⁴ See Dave Bidini. *Tropic of Hockey: My Search For the Game in Unlikely Places* (Toronto, Canada: The Lyons Press, 2004). Basically, Bidini authored a humorous and cultural exposition of people and how they play the game in such nations as the Philippines and Singapore.

¹⁵ This publication is Andrew Podnieks and Sheila Wawanash, who are the editors of *Kings of the Ice: A History of World Hockey* (Richmond Hill, Ontario, Canada: NDE Publishing, 2002). Some hockey fans will enjoy a demo version of the companion CD-ROM, which explores a virtual hockey museum and contains other programs. Other volumes that discuss ice hockey within and/or among nations are Janet Lever. *Soccer Madness: Brazil’s Passion For the World’s Most Popular Sport* (Long Grove, IL: Waveland Press, Inc., 1995); John Davidson. *Hockey For Dummies*, 2nd ed. (New York, NY: Hungry Minds, Inc., 2000); David Whitson. *Artificial Ice: Hockey, Commerce, and Cultural Identity* (Aurora, Ontario, Canada: Garamond Press, 2006).

Besides the previous titles of each sport, there is another group of books for researchers to consider as references and topics for *Global Sports*. As thoroughly discussed in the Literature Review of Frank Jozsa's *Sports Capitalism*, these publications tend to focus on the concept of internationalization and the ideological, philosophical, social, and/or theoretical effects of them relative to the structure of amateur and professional sports played within various nations. To illustrate, Allen Guttman's *Games and Empires: Modern Sports and Cultural Imperialism* analyzed why the world's current sports reflect bureaucratization, rationalization and secularism, and why cultural hegemony is a reason that sports are internationally diffused. Then Alan Bairner's *Sport, Nationalism, and Globalization: European and North American Perspectives* examined some relationships between sports and national identities that had existed for centuries and prevailed in such countries as Canada, Scotland, and Sweden. Finally, Toby Miller and his co-author's *Globalization and Sport: Playing the World* linked some interactions that had occurred between sport and culture in certain societies of the world by applying such theories as decolonization, migration, and standardization. Simply put, these three titles are mentioned in this section of this chapter because they indirectly relate to the contents of *Global Sports* and, in part, contribute to the culture, development, and growth of team sports within and among many nations of the world.¹⁶

Two academic books that involve the ideology, philosophy, and sociology of international sport were not discussed in *Sports Capitalism*. Being published in 2001 for upper division undergraduate students and also for any college faculty who investigate the history of sports, *Global Games: Sport and Society* examines the existence, development, and dispersion of modern sports from when they had emerged within the societies of such developed nations as Germany, Great Britain, Japan, and the United States.

¹⁶ Although controversial, provocative, and scholarly with respect to the dominance, history, and role of various sports in nations, these three books are Allen Guttman. *Games and Empires: Modern Sports and Cultural Imperialism* (Chapel Hill, NC: Columbia University Press, 1994); Alan Bairner. *Sport, Nationalism, and Globalization: European and North American Perspectives* (Albany, NY: State University of New York Press, 2001); Toby Miller, Geoffrey Lawrence, Jim McKay, and David Rowe. *Globalization and Sport: Playing the World* (Thousand Oaks, CA: Sage Publications, 2001). Also, see James E. Thoma and Lawrence Chalip. *Sport Governance in the Global Community* (Morgantown, WV: Fitness Information Technology, Inc., 1996), and Hans Westerbeeck, and Aaron Smith. *Sport Business in the Global Marketplace* (New York, NY: Palgrave Macmillan, 2003).

Specifically, *Global Games* authors' Maarten Van Bottenburg and Beverly Jackson used different — but somewhat obsolete — quantitative data and descriptive statistics to explain which groups had organized and dominated various sports in their respective countries of origin and then how these games were appropriated elsewhere.¹⁷

In their book, Bottenburg and Jackson identified such factors as agencies, climate, economics, geography, and religion to be some reasons for the social significance and politics that underlie the development, growth, and success of sports. To both of them, it is because of social and cultural meanings that people decide to adopt preferences for certain sports and in turn, these meanings will vary based on the changing relations between groups of people, and their social classes and nations. Allen Guttman, who had earlier wrote *Games and Empires*, said this about *Global Games*: “Observing the puzzling popularity of different sports in different parts of the world, Maarten Bottenburg [and Beverly Jackson] asks a deceptively simple question: Why this sport rather than that one?”

Another book that primarily focuses on the mutual impact of sport and society is R. Levermore's *Sport and International Relations: An Emerging Relationship*. Published in 2003 by the Frank Cass Company, this title indicates how sport reflects and even shapes nations' international policies, and furthermore, denotes why it involves complex interdependencies and interacts with global systems of government. The book's contents include, for example, the expansion, interaction, and location of professional sport organizations; the amount and growth of revenues that have been generated by the sports media; the act of nation building being caused by sport; and the influences and effects of sport on international diplomacy. Written for college students and those experts who investigate international relations and research leisure studies, *Sport and International Relations* has contributed to the knowledge, respect, and understanding of the benefits, costs, ramifications, and interrelationships of the globalization of sport within societies and among populations across the globe.

¹⁷ For scholars who research the reasons for — and effects of — globalization and sport on the culture and society of nations, see Maarten Van Bottenburg, and Beverly Jackson. *Global Games: Sport and Society* (Champaign, IL: University of Illinois Press, 2001), and R. Levermore, *Sport and International Relations: An Emerging Relationship* (London, England: Frank Cass, 2003).

Sports Business and Economics Literature

An increasing number of sports topics and historical relationships of a commercial nature continue to be researched from national and primarily international perspectives, and thus some of them have recently appeared as publications. Basically, these topics and relationships highlight the implication and role of business and economics with respect to the conduct and structure of specific team sports within cultures of countries and among societies of the world. Indeed, some of the most impressive and in-depth publications are the books of prominent American and foreign sports economists, historians, and professors. Published during the early 2000s, the following are a few titles that involve business and/or economics concepts and also that directly relate to matters discussed in *Global Sports*.¹⁸

As edited in 2004 by economists Rodney Fort and John Fizel, *International Sports Economics Comparisons* contains 20 essays that reflect geographically diverse perspectives about sports. As such, the volume compares and contrasts economic models of teams' revenues and costs, of sports labor markets and product market structures, and of policy issues and results like the profitability of teams and competitive balance within and between leagues. In turn, Fort and Fizel apply these various mathematical models to sports clubs and leagues in Australia, Brazil, Canada, and New Zealand, and in other nations of Asia, North America, and Western Europe.

To be specific, *International Sports Economics Comparisons* consists of nine parts and these include one or more articles about such global topics as the Southern Hemisphere Rugby Union, Japanese, and Korean Baseball, and the ownership and finance of professional soccer organizations

¹⁸ The most prominent titles emphasized in this section of the chapter about the business and economics of sports include, for example, Rodney Fort, and John Fizel. *International Sports Economics Comparisons* (Westport, CT: Praeger Publishers, 2004); Andrew Zimbalist. *The Bottom Line: Observations and Arguments on the Sports Business* (Philadelphia, PA: Temple University Press, 2006); Simon Chadwick, and Dave Arthur (Eds.), *International Cases in the Business of Sport* (Oxford, United Kingdom: Butterworth-Heinemann, 2007); Carlos Pestana Barros, Muradali Ibrahim, and Stefan Szymanski (Eds.). *Transatlantic Sport: The Comparative Economics of North American and European Sports* (Cheltenham, England: Edward Elgar Publishing, 2003); Robert Sandy, Peter Sloane, and Mark Rosentraub. *The Economics of Sport: An International Perspective* (New York, NY: Palgrave Macmillan, 2004).

in England. Although some of the equations, statistics, and terminology are technical and not appropriate for all readers, this book is educational, informative, and interesting, and thus appeals to sports scholars, practicing professionals, and policymakers, and especially to undergraduate students who are or may be enrolled in sports economics, management, and law classes. In short, *International Sports Economics Comparisons* depicts the major economic aspects of sports within and between foreign countries and also in relation to some of the professional leagues and their teams and players in the United States.

Besides the book edited by Fort and Fizez, Smith College economist Andrew Zimbalist assembled and revisited more than 100 of his journal and newspaper columns, and then in 2006, he authored *The Bottom Line: Observations and Arguments on the Sports Business*. After organizing the title into six parts, Zimbalist analyzed such issues as the total and comparative dollar value of professional sports franchises, leagues and the extent of their competitive balance, financing of sports stadiums and arenas, teams' owner-player relations, economics of intercollegiate athletics, and the sports media and regulation of steroids. The kinds of sports that were represented in Zimbalist's book include American football and professional baseball, basketball, ice hockey, and soccer. Although most essays in this volume do not directly discuss international institutions and global perspectives, those individuals who are officials of sports teams, leagues, and other organizations located within Asia, Europe, and elsewhere will be more effective business and economic decision makers after they have read the chapters contained in Zimbalist's *The Bottom Line*. In a review of this title, the University of Chicago's A.R. Sanderson stated: "The bottom line on *The Bottom Line*? Definitely worth the money and time; should not be ignored and highly recommended to all readers at all levels."

To educate and help college students comprehend models and theories while learning some of the previous developments and newest practices in the management of international sport businesses, and also to inform these students about the operation of global sport markets, Simon Chadwick and Dave Arthur wrote *International Cases in the Business of Sport*. Published in 2007 by Butterworth-Heinemann, this textbook contains a number and variety of cases that discuss key business issues in such team sports as baseball, cricket, football (soccer), and rugby. In most of their chapters, the authors tend to emphasize managerial functions like control, delegation of authority, and planning and responsibility. Then, they apply these concepts to the sport business and also relate them to issues in economics, finance,

and marketing. After he had reviewed Chadwick's and Arthur's title, Rob Wilson — a senior lecturer in sport management at Sheffield Hallam University in the United Kingdom — declared: "A must have text for students and a valuable reference for professionals, *International Cases in the Business of Sport* provides a clear and stimulating insight into the ever changing, and increasingly expanding, global sport market."

Other pertinent and relatively recent publications exist and accordingly, these readings explore such phenomena as the worldwide expansion and/or globalization and internationalization of commercial activities, and how one or more of these trends are related to the business and economics of sports, and furthermore, to specific foreign sports leagues and their teams and the compensation, distribution of talent, and productivity of team players. Some relevant titles about these matters include books and their authors that, respectively, are *The Economics of Football* by Stephen Dobson and John Goddard, *Transatlantic Sport: The Comparative Economics of North American and European Sports* by Carlos Pestana Barros, Muradali Ibrahim, and Stefan Szymanski, *The Economics of Professional Team Sports* by Paul Downward and Alistair Dawson, *The Economics of Sport: An International Perspective* by Robert Sandy, Peter Sloane, and Mark Rosentraub, *Handbook of Sports Economics Research* by John Fizek, *National Pastime* by Stefan Szymanski and Andrew Zimbalist, and *Globalization and Sport* by Toby Miller. In part, these and other volumes complement, justify, and support the themes that are depicted in *Global Sports*.

Besides books on the economics of sports, there are several journals being published that contain technical articles written by scholars about a variety of topics in the discipline. This literature includes, for example, the *Journal of Sports History*, *Journal of Sports Management*, *Sports History Review*, and the *Journal of the Philosophy of Sport and Leisure Studies*. Consequently, the emergence, development, and popularity of team sports within countries and across regions are increasingly important subjects contained in these and other journals.

BOOK ORGANIZATION

After concluding this book's Preface and the Introduction in Chapter 1, there are four core chapters. As such, each chapter concentrates on a single team sport and how well that sport performs, operates, and economically prospers briefly within America and then primarily in three non-US nations.

To be more specific about each of these chapters' contents, Chapter 2 discusses the role of — and athlete's interest in — baseball within the Dominican Republic, Japan, and Venezuela, and also the sport's existence among populations as a major leisure activity and a way to participate in the sport for male and female kids, teenagers, and adults in these countries. Besides exposing the origin, development, and business of baseball within the three nations, this chapter also discusses: (a) the Dominican Republic's Winter League and its history and politics, and the signing to contracts and export of young Dominican baseball players to teams in MLB; (b) Japan's baseball history and the country's amateur sports organizations, and the success of the nation's professional baseball leagues and some of their teams, and the recruitment and employment of Japanese players to perform on American major and minor league clubs; and (c) Venezuela's Summer Baseball League and the nation's political turmoil, and some unfortunate controversies about the exploitation of domestic athletes by MLB franchises who have invested money and resources in local training academies to improve the educational levels and athletic skills of Latino ballplayers in the sport.

The next group of contents following the second chapter is Chapter 3. Basically, this section of *Global Sports* describes the emergence, growth, and popularity of basketball and its games within China, the Philippines, and Spain, and why this sport has matured and prospered in these far-flung nations, and how it relates to the level of basketball that is performed by amateur and professional clubs in the United States. Furthermore, Chapter 3 examines such interesting topics as (a) China's quest to become a superpower in the sport *vis-à-vis* the superior basketball leagues and experienced teams in Europe and America, and the NBA's Yao Ming and his impact, influence, and long-run effects on young Chinese athletes and the country's society and its commercial activities; (b) the Philippines' sport history and dominant basketball conferences, associations and leagues, and the nation's long run passion for the sport of basketball and its network of teams and players, and their performances in global tournaments; and (c) Spain's most prominent basketball organizations and clubs, and the country's national men and women teams and their best achievements in pre-2008 international basketball tournaments such as the Eurobasket, and the Olympic Games and World Championships.

The contents of Chapter 4, meanwhile, expose the sport of soccer as it was established — and as it has survived and operated — in Brazil, England, and Germany. Also, Chapter 4 highlights why the sport is or is not becoming more important and increasingly accepted and respected as a game for

larger groups of sports fans in America and among the US general population. In short, this chapter (a) reveals when soccer became a dominant sport in Brazil, why Brazilian teams have won numerous regional and world championships in soccer, and which of the country's former and current soccer coaches and players are considered by some experts to be legends; (b) describes England's history, seasons, teams, and league system in the sport, summarizes the increasing ownership of English clubs by foreigners including wealthy American businessmen, and provides a table of the country's number of victories and/or losses in World Cup competitions and other international soccer events; and (c) discusses Germany's soccer history, leagues, and its national men and women teams, and a table of the success or failure of these clubs in such tournaments as FIFA World Cups and the Union of European Football Association (UEFA) Championships.

Finally, and equally important as other sections, Chapter 5 gives some reasons for when, why, and how ice hockey has existed as a national and immensely popular sport within Canada and also in the Czech Republic and Finland, and briefly reviews its origin and status in the United States. More specifically, Chapter 5: (a) for Canada, examines local fan's fascination with ice hockey and the sport's national history, development and organization, and its relationships with operations of the NHL and this American-based league's teams; (b) for the Czech Republic, presents information about the sport's infrastructure and its federations and leagues throughout the nation, and denotes the results of the country's men and women ice hockey teams in such international events as the Olympic Games and tournaments controlled by the International Ice Hockey Federation (IIHF); and (c) for Finland, reveals dates and other important facts about Finnish hockey milestones and some institutions and rules of the sport, and about global hockey events and the performances of Finland's national men and women teams in these competitions.

After Chapter 5 ends, the conclusion is given in Chapter 6. It is followed by the back matter that includes Appendices A and B, the Selected Bibliography, and Index. As such, Chapter 6 summarizes the key topics and issues that were expressed in Chapters 2-5 and Appendix A. Moreover, it provides some insights and prognoses about the sports business and economics of primarily four team sports among a total of 12 nations from an international perspective, and including the game of cricket.

Essentially, Appendix A discusses how cricket became a very popular and national sport especially in Australia, India, and Pakistan. Initially, it describes — in short — why and to what extent cricket has developed as a

minor or secondary sport within the United States. Then, the appendix includes: (a) for Australia, the origin, development, and prestige of cricket in that country and the significant administrative role of the Australian Cricket Board and the success of various national men and women cricket teams of Australia in international matches and other well-known events; (b) for India, the sport's organization and its prominent national clubs, and furthermore, the performances of India's men and women cricket teams in events, and the sport's growth, prosperity, and fan base among an Indian population that exceeds one billion; and (c) for Pakistan, highlights the nation's cricket's history, national teams, and the responsibilities of the Cricket Board, and also some economic and social problems associated with the sport in Pakistan such as bribes, gambling and illegal drugs, and the circumstances surrounding the recent death of the men's cricket coach Bob Woolmer in Jamaica. Moreover, whether cricket can establish and sustain a larger fan base in the United States and how to expand it as a sport in other areas of the world are additional issues analyzed in Appendix A. Then Appendix B contains tables of historical data, statistics, and other meaningful information that relate to events of the sport in one or more of the chapters and Appendix A.

Meanwhile, the Selected Bibliography consists of articles, books, dissertations, media guides, Internet web sites, and reports that were read or reviewed as references by me but may or may not have been embedded in notes of the introduction, chapters, conclusion, and Appendix A. Finally, the Index includes an alphabetical listing of pertinent topics and such information as sports events and institutions, key words and terms, and the names of leagues, teams, coaches, and players. As such, the Index is available for the benefit of readers and those who research and study the histories of these team sports.