

Foreword

Because of its insight, purpose, and scope, *Global Sports: Cultures, Markets and Organizations* is a uniquely interesting book. Drawing on published research from an array of sports, this book provides essential data, facts, and other information about key issues in sports. As suggested by the title of his latest book, author Dr. Frank P. Jozsa, Jr. discusses the origin, growth, and maturity of five team sports and their popularity and prosperity among fans and the general population in different nations. Professor Jozsa describes the cultures of these sports, traces the historical performances of many amateur, semiprofessional, and professional teams in domestic games or matches and international tournaments of the sports, and provides provocative analysis of interesting business and economic issues surrounding the sports in various countries. To my knowledge, there are no other books in the marketplace that address these issues in such a comprehensive and relevant way.

The book provides interesting details about the histories of sports leagues, teams, and their players, and has a wealth of well-organized tables of data. Readers of *Global Sports* will appreciate, for example, why the game of baseball has existed for decades and currently thrives in the Dominican Republic, as do basketball in the Philippines, soccer in Germany, ice hockey in Canada, and cricket in Australia. Using an effective writing style, the author

explains why each sport is important to the nations' cultures, and how they contribute to the local economies of both large and small cities and towns, and rural communities. He has chapters that highlight countries such as China and Japan in Asia, England and Spain in Europe, and Brazil and Venezuela in South America. This book successfully incorporates and contrasts a range of team sports in nations from cultural, business, and economic perspectives.

Because it includes discussion of current, controversial trends such as commercialization and globalization, and the gradual conversion of some amateur sports clubs into semiprofessional or professional teams, *Global Sports* is a valuable reference for foreign and American college and university professors in their international relations, sports administration, business, economics, and history classes. To illustrate, students will learn when, why, and how sports organizations emerged, succeeded or failed, and perhaps reformed themselves by adopting new policies, regulations, and rules. Students will understand the relationships between organizational development, marketing innovations, and management strategies that have helped team sports prosper in different countries.

Other than its role in an academic environment, *Global Sports* also will be of value to researchers working on sport-market topics in regions outside the United States. This book's Selected Bibliography contains an extensive list of relevant articles from journals, newspapers and periodicals, books from sports economists, and numerous readings from the Internet about aspects of sports business, culture, history, and relations. Furthermore, there is an appendix in *Global Sports* that includes, for example, the performances of nations' teams in such events as the Olympic Games, World Championships and World Cups, and countries' cricket clubs in one-day and twenty20 internationals, and test matches. Frank Jozsa explains how these performances impact the finances of leagues and their teams' investors, owners, managers and players, and the local businesses, governments, and households where these sports franchises are located and play their home games or matches.

I have known Frank Jozsa for about 20 years. He has authored five books, each dealing with the historical development of the business and operation of professional sports leagues within the United States and in foreign nations. His academic training and his sincere interest in sports have resulted in his publications being thoroughly researched and well-documented, accurate and up-to-date, and professional in format, organization, and style. In my judgment, *Global Sports* will be another of Frank Jozsa's

important and noteworthy contributions to the literature on team sports. I believe that both the serious researcher and the casual fan of team sports will find *Global Sports* to be a book they will enjoy reading.

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