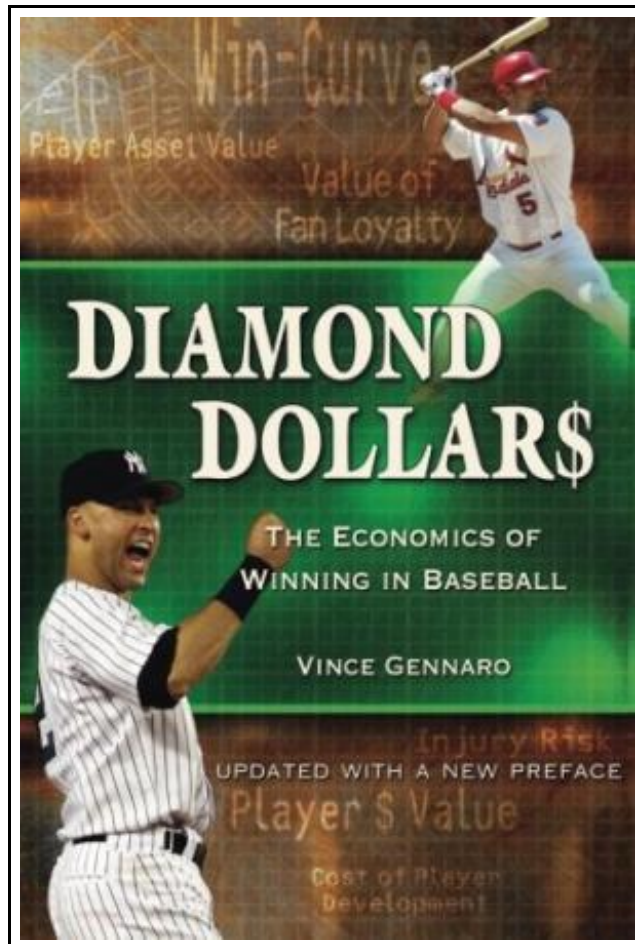


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(Rebecca Bechtelar)

DIAMOND DOLLARS: THE ECONOMICS OF WINNING IN BASEBALL (PAPERBACK)



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Createspace, United States, 2013. Paperback. Book Condition: New. Reprint. 221 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Diamond Dollars is a fresh, provocative, insightful, and analytical look at the business of baseball by author Vince Gennaro, a consultant to MLB teams. Gennaro addresses some key questions that affect how teams make decisions, how they assemble their roster, and ultimately, their bottom line: * How does winning affect revenues for each team? * How much value does a berth in the postseason generate for the Red Sox and Yankees? * What is the Yankees marginal revenue vs. marginal cost of winning? * What is the economic value of a highly productive Twins farm system? * Why is a player s value situational, depending on the competitiveness of his team and the market in which he plays? * How much was Carlos Beltran worth to the Mets in 2006? * How can we quantify Derek Jeter s marquee value. .his ability to draw fans? * What is the relative cost of developing talent vs. buying it in the free agent market? * How can we quantify Nomar Garciaparra s injury risk and its impact on his dollar value? * What is the dollar value of Cubs fans loyalty to their beloved team? * How have the Red Sox, Yankees and Cubs built their team as a brand? * How much Babe Ruth was worth to his Yankee teams of the 1920s and 1930s? Baseball teams may have thought conceptually about some of these issues, but Diamond Dollars gives them the math to measure the effectiveness of their thinking and practices. Diamond Dollars provides an insightful look at the business of baseball-at the free agent market, teams scouting and player development systems, and how clubs market their...



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