



Relocating Teams and Expanding Leagues in Professional Sports: How the Major Leagues Respond to Market Conditions

Frank P. Jozsa, John J. Guthrie Jr.

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In the business of professional league sports, market conditions are the key determinate of the financial success or failure of a team. In the last few years, major league sports has experienced both growth into new markets and relocations of existing teams. Owners and the leagues use demographics, economic data, and governmental support to decide on where and when to expand and relocate. This book examines the sports business from 1950 through 2000. Historical demographic, economic, and team-related data provide the context. The authors apply metropolitan area statistics such as population growth and income, game attendance, and estimated market values to examine the business decisions made by individual teams in professional baseball, football, and basketball.

The book looks at specific teams in terms of their long-term viability as a franchise and ranks their performances in economic and business terms. It also examines the related issues of taxpayer subsidies for new venues and the economic impact of professional sports on cities and regions. The book is a fascinating and comprehensive look at the business of sports and its place in American society, business, and economics.



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