



## Unpaid Professionals: Commercialism and Conflict in Big-Time College Sports

By Andrew Zimbalist

Princeton University Press, United States, 2001. Paperback. Book Condition: New. Revised edition. 231 x 152 mm. Language: English . Brand New Book. Big-time college sports embodies the ideals of amateurism and provides an important complement to university education. Or so its apologists would have us believe. As Andrew Zimbalist shows in this unprecedented analysis, college sports is really a massively commercialized industry based on activities that are often irrelevant and even harmful to education. Zimbalist combines groundbreaking empirical research and a talent for storytelling to provide a firm, factual basis for the many arguments that currently rage about the goals, history, structure, incentive system, and legal architecture of college sports. He paints a picture of a system in desperate need of reform and presents bold recommendations to chart a more sensible future. Zimbalist begins by showing that today's problems are nothing new--that schools have been consumed for more than a century by debates about cheating, commercialism, and the erosion of academic standards. He then takes us into the world of the modern student athlete, explaining the incentives that, for example, encourage star athletes to abandon college for the pros, that create such useless courses as The Theory of Basketball...

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