



INSIDE PITCH AND MORE BASEBALLS BUSINESS AND THE PUBLIC TRUST

By GENE A. BUDIG

West Virginia University Press. Hardcover. Book Condition: New. Hardcover. 137 pages. Dimensions: 8.9in. x 5.8in. x 0.7in. The Inside Pitch and More: Baseballs Business and the Public Trust, written by former American League President Gene Budig, investigates the human and corporate sides of our nations pastime. Throughout the course of this book, the author systematically engages the myriad concerns of Major League Baseball, past, present, and future. In The Inside Pitch and More, baseballs economic prosperity is examined, as well as issues that hinder and threaten that perpetuity. Lately, baseball has been increasingly menaced by the popularity of other athletic venues - basketball, football, etc. Budig goes through the proposed methods of revitalizing the game of baseball. He emphasizes the need for a reevaluation of the relationship between the sport and its fan base so that the baseball will resume its role as Americas favorite pastime. Based on his six years as president of the American League, Budig has composed a fascinating book, which is written to be enjoyed by the casual baseball fan as well as the serious student of this sport or sports management in general. The book is unique in that it is the first work to really...



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