

Contents

List of Illustrations	viii	
Introduction	ix	
Chapter I	The Diamond Racquet	1
Chapter II	Par for the Course	8
Chapter III	Game, Set and Match	21
Chapter IV	Selling the Star	36
Chapter V	Agent Power	53
Chapter VI	The Glass Eye	69
Chapter VII	The Most Dangerous Game	86
Chapter VIII	All in a Day's Work	102
Chapter IX	Run for your Money	111
Chapter X	The Biggest Business	126
Chapter XI	Football and Cricket	143
Chapter XII	Olympic Gold	155
Notes on Sources and Acknowledgments		173
Bibliography		178
Appendix I:	The 20 Top Earners of 1989	180
Appendix II:	Letter to Ivan Lendl from Jerry Solomon, COE of ProServ	182
Appendix III:	Association Football Clubs of England and Wales – tables giving return on capital	185
Index		189