

# Contents

Preface		ix
1	Introduction <i>The Fields of Play</i>	1
2	The Origins of Baseball and Soccer Leagues	12
3	How Soccer Spread around the World When Baseball Didn't	48
4	Pay for Play <i>The Development of the Baseball and Soccer Labor Markets</i>	84
5	Fans, Franchises, and Financial Failure <i>Why Baseball Clubs Make Money and Soccer Clubs Don't</i>	116
6	Watching the Money <i>Baseball and Soccer Broadcasting</i>	146
7	Uncertain Prospects <i>Creating Competitive Balance</i>	170
8	Crossing Cultures and Learning Lessons <i>What Americans Need to Know about World Soccer and the World Needs to Know about American Baseball</i>	195
Notes		217
Index		245