

Book Review

Sports Economics Uncut

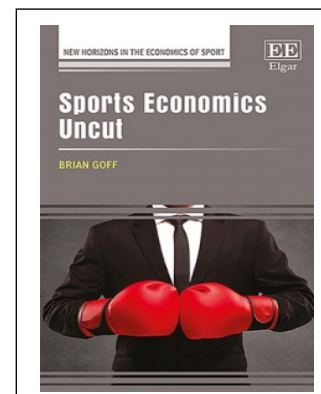
– by Brian Goff. E-Elgar 2018

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Abstract The sports economics are expanding and with high potential future growth in the type of consumers interests. Thus, as researchers, our interest in sports economics, the economics of sport and sport as economics have also been increasing. There has been more research that addresses the relation of the sports economy to the socio-economic development of any community. Therefore, sports economics is an area where we can realise resilience, inspiration and youth economies where our focus have been on in the last few years (Buheji, 2018a, 2018b, 2018c, 2016). The work of Goff (2018) open lots of discussions about sports economics and how to increase the returns out of this blend of sport-fantasy relation. The reviewed 'Sports Economics Uncut', can be considered a textbook of a mix of short stories, observations, reflections supported with some macro-statistics.

Keywords Sport Economy, Socio-Economics, Inspiration Economy

The Introduction of the Book

The book starts with the great statement of Nelson Mandela "Sport has the power to change the world. It has the power to inspire". The sequence of the book and the titles don't have a proper introduction for the situation of the sports economics as it goes directly to analysing the consumers' sports wears. A comparison between the main sports unions income in relevance to sports gears sales and companies' sales through e-commerce challenges is presented. The idea that Goff (2018) emphasis is that much of these sports economics have uncaptured 'economic-value', yet they still have the durability and the ability to grab attention. Yet, compared to the consumers' loyalty to their games and clubs, they still are not driven to spend enough on branded sports goods.

Goff shows that the uniqueness of the sports fans where they act as both the consumers and the producers of many related economic inputs. The first chapter can cover in reality the rest of the chapters as they are very inter-related. The whole book idea should've been focused on this chapter concept 'Big Revenues and Low Profits' be it in College Sports or any other official sports league. Therefore, one feels having a chapter on 'segregation and discrimination' feels to be out the scope. Same issue for the 'power and politics in sports references index'.

The Tone of the Book

Despite Goff (2018) tried to make more comprehensive sports management, rather than sports economics book, one has to admit that this work extends existing perspectives and explores provocative questions about racial bias in pro sports today and the real valuation game, taking college athletes as an example.

Since the authors insisted to mix between subjects of economy and other unrelated racial tensions reflected on sports, the book title and theme could've been more on the influence of different forces on the sport. This title could have given a smoother link to the scandals relevant to American football and basketball athletes valuation, where millions are lost. Also, 'the influence' could have helped to link the relevance of athletics original country, or regions or races on their skills and positioning decisions.

The work of Goff (2018) sheds light on key questions that are already under deep dialogue on the body of knowledge about the issue of monopoly in sports economics. Even though the book doesn't cover directly limitation of profit-maximization for the main sport's stakeholders it goes to give different examples of the opportunities lost in this area.

The limitations for sports expenditure vs. value of sports revenue product are covered inconsistently in the book.

What is not covered

The book doesn't shed light in an important area in sports economics literature today as ticket distribution and pricing or sports betting. However, Goff (2018) have managed to cover some of the demands for sports economics or consumer choice. The book shows also the competitive imbalance of sports products and the financial challenges for the sports business.

Conclusion

This comprehensive book gives a general observation about the extent of sport economic and other social and political challenges. The book is recommended for scholars of sports economics, as well as those studying sports brands abuse. It is recommended that future revisions of this book be more organised in subjects and the title to be more comprehensive.

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