

Jozsa, Frank P., and John J. Guthrie. *Relocating Teams and Expanding Leagues: How the Major Leagues Respond to Market Conditions*, Westport, CT: Quorum Books, 1999. Pp. iii + 224. Notes, tables, essay on sources, bibliography, index. \$59.95 cb.

This book promises much but delivers very little involving its stated purposes, which were to identify and analyze the demographic factors of metropolitan areas that influenced relocation and expansion, and to quantify and evaluate the success of professional baseball, basketball, and football franchises prior to and following relocation or expansion. The authors' position is that market conditions should determine the course and development of professional sports leagues. They further believe that nonmarket sources and governmental intervention should not be factors in determining expansion and relocation of franchises. They oppose revenue-sharing from the most profitable to the least profitable franchises. Owners, the authors contend, are in the best position and have the required knowledge to make good decisions on expansion and relocation.

The book is divided into five sections. First, it examines the historical background and reasons for relocation and expansion in the major-league sports of football, basketball, and baseball by examining demographic and economic statistics, and sports-related data. Next, it identifies economic and demographic facts specific to home sites and markets. Third, it reveals the strategies of team owners and leagues in managing the quality of existing franchises. Fourth, it ranks expansion and relocated teams on the basis of winning percentage, home attendance, and estimated franchise value. In the last section, the book measures the success of relocated and expansion teams.

Voluminous data on pre-move and post-move attendance, population, income, percentage of population growth, playing performance, and number of intersport competitors (other franchises in a different sport or same sport in the relocated or expansion city) are presented in a dizzying number of tables which are only marginally related to the book's previously stated purposes. The presented data needs interpretation and leaves the reader to form for his/her own conclusion regarding its relationship to franchise expansion and relocation. Further, the variables analyzed (attendance, population growth, income, and performances over a five or ten-year period in a relocated or expansion site) are the basis for determining the success of a relocated or expansion franchise in terms of its market value. Readers are not provided with any rationale regarding the selection of the aforementioned variables determining an expansion or relocated franchise's success and its ultimate market value. Authors' predictions as to which franchises should relocate are based on a narrow set of success variables that seriously compromise the level of confidence regarding their suggestions.

Other serious flaws involve failure to present a thorough analysis of what the data is telling the reader. Some attempts are made in this area, but they are incomplete, taken from other sources, omit instrumental political and economic factors which have driven the expansion or relocation of franchises. For example, the authors believe that lack of performance on the field is a major factor in franchise relocation. This is a rather narrow

and incomplete interpretation. Political (Congressmen cutting deals with professional leagues) and social factors (desire for a city to be labeled “big-league”) have also been reasons for expansion and relocation. Other factors, such as the financial package a competing city or region puts together which convinces the majority of owners they will generate more profits in a relocated area, an area’s potential to generate television revenue, tax advantages, and revenue from new stadiums which are now intricately mixed with inner city redevelopment projects, are omitted in this book as reasons for expansion and relocation.

The manuscript’s notes are thorough, and its selected bibliography is equally comprehensive. Outside of these areas, scholars examining the economics of franchise relocation and expansion, and other interested readers will be unlikely to find this book enlightening.

—AL FIGONE

*Humboldt State University*

Fizel, John, Elizabeth Gustafson, and Lawrence Hadley (eds.). *Sports Economics: Current Research*. Westport, CT: Praeger, 1999. Pp. 246. Illustrated. Notes, bibliography, tables, index. \$59.95 cb.

*Sports Economics: Current Research* is a compilation of research presentations presented at the Western Economic Association’s annual convention from 1996 to 1998. The best presentations were reviewed by professional colleagues, revised by the authors, and edited for this volume. The book’s fundamental underpinning is that the industry provides unusual opportunities to conduct both theoretical and empirical research.

From the outset, the editors point out that this is a book written by economists for economists. The authors address critical economic issues impacting the contemporary sports industry: the location of teams and their influence on local economies, the relationship between team ownership of sports arena/stadium and the likelihood of franchise relocation, and the impact of free agency and a team salary cap. Thus, these economists attempt to highlight the duality of market cooperation and market competition that is unique to the sports industry. However, the examination is strictly from a theoretical and empirical perspective.

The book is organized into four broad categories: sports leagues and markets, the location of teams and stadiums, managerial decisions, and labor market issues in team sports. As the authors mathematically construct their answers, they cover many factors, such as utilizing a market viability model to identify the emerging markets most deserving of inclusion in the next round of major league baseball (MLB) expansion. The authors identify Salt Lake City, Utah; Washington, DC; and Charlotte, North Carolina, as the leading candidates for baseball expansion.

The main problem with this book is that economic analysis alone cannot reach the authors’ objective—the creation of a theoretical model “with policy prescription for achieving balance with neither monopoly nor monopsony exploitation” (3). These economists argue that the sports industry is unique because the team owners’ monopoly goals must be balanced against their illegitimate monopoly objectives. Preserving competitive balance on the playing field is the team owners’ legitimate goal. Losing this balance could result in