

# **Winners And Losers: The Business Strategy Of Football**

## **By Stefan Szymanski**



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Stefan Szymanski is joining the University of Michigan as Professor of Sports He has also written a number of books, including Winners and Losers: The Business. Strategy of Football (with Tim Kuypers), National Pastime: How Americans

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Amazon Review. As the authors of Winners & Losers rightly point out: "football is a game, but it is also a business". Such a big business, in fact, that it is

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Mar 12, 2014 Stefan Szymanski is the author of books called Soccernomics, Playbooks and Sports, Football Economics and Policy, Winners and Losers: the Business Strategy of Football and The Comparative Economics of Sport.

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