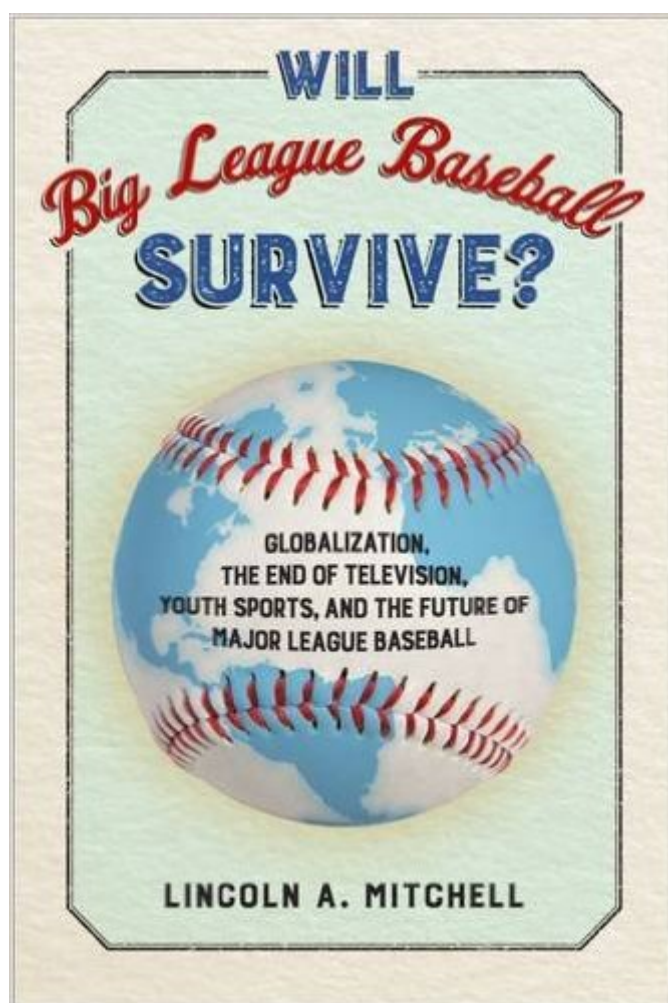


The book was found

Will Big League Baseball Survive?: Globalization, The End Of Television, Youth Sports, And The Future Of Major League Baseball



Synopsis

Major League Baseball is a beloved American institution that has been a product of the economic, social, and media structures that have evolved in the United States over the last century. In his shrewd analysis, *Will Big League Baseball Survive?*, Lincoln Mitchell asks whether the sport will continue in its current form as a huge, lucrative global business that offers a monopoly in North America—and whether those structures are sustainable. Mitchell places baseball in the context of the larger, evolving American and global entertainment sector. He examines how both changes directly related to baseball—including youth sports and the increased globalization of the game—as well as broader societal trends such as developments in media consumption and celebrity culture will impact big league baseball over the next few decades. His book ultimately proposes several possible scenarios for what big league baseball might look like. Will it become more global, smaller, or remain the same, or will it transform into some kind of hybrid of the three?

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