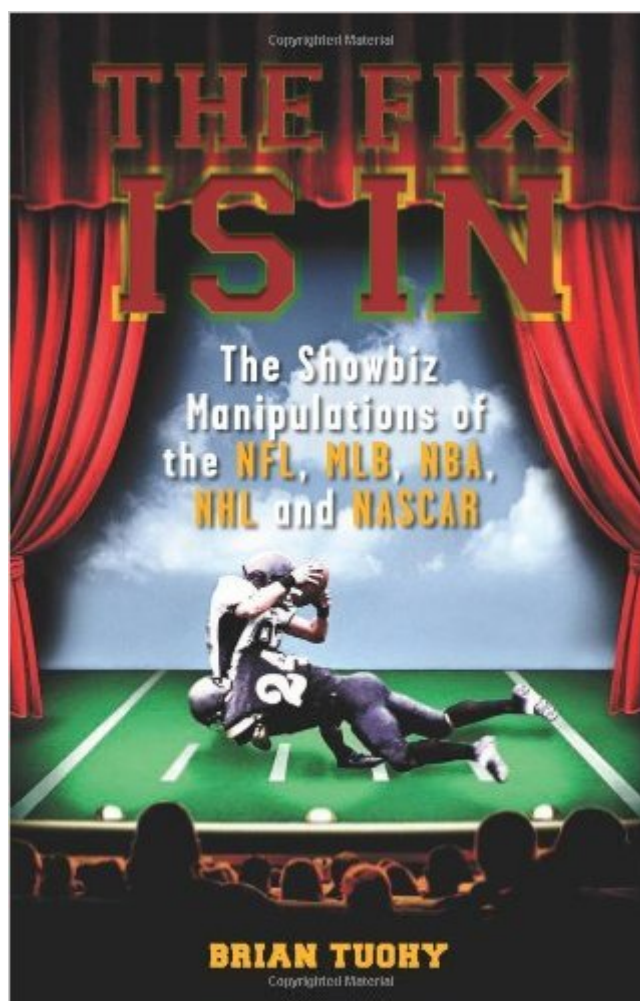


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# The Fix Is In: The Showbiz Manipulations Of The NFL, MLB, NBA, NHL And NASCAR



## Synopsis

Professional sports in America: it's all about fair play and the goal of winning championships. At least that's the spin. But could it be a massive showbiz operation filled with greedy owners, crooked referees, and coddled players, all with the unstated goal of grabbing as much money as possible? Author Brian Tuohy provides a full-sourced saga of the corruption that has infected the storied histories of the NBA, MLB, NFL, NHL, and NASCAR. With reality obscured by a complacent and often complicit sports media, *The Fix Is In* shines a light on a hidden history of clandestine arrangements between television networks and sports leagues, all against a background of drinking, drugging, and crime. Finally, here's a book that unflinchingly examines the sordid underbelly of the American sports industry.

## Book Information

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## Customer Reviews

Brian Tuohy exposes something much more significant in this book than just about the on going fixes and manipulations in American sports. I believe the usage of the word "Fix" in this title carries multiple connotations because the "Fix" goes beyond than just the mere simple and complex factors that influence sports outcomes but how psychologically it serves as fix from reality for the vast majority of American people. We all know how sports is such a widespread topic of conversation wherever you go; from the gym locker rooms; the office; the bar scenery; academics; family dinner tables; etc. It maybe the number one go to for small talk as well, "So, how about them Yankees" ? So where am I going with all of this ? Sports is becoming more of an unhealthy obsession than ever

before. Don't get me wrong, I loved playing sports when I was a child and even now as an adult but I had much difficulty in serving the role as a spectator when it came to sports. I couldn't actually sit down and watch endless hours of sports chewing up my weekend time. For some, this is pure relaxation and it is all good; for another segment of the population it is revisiting an old past time. I get it. It's sheer entertainment and there is nothing wrong with that. What Brian focuses on in the beginning of this book is how unappreciated the average fan is. From a business perspective, fans are on the bottom of the totem pole; fans will spend their hard earned dollars on 10\$ hot dogs, 8\$ beers, 20\$ parking, inflated seat prices, the works. And yet little does the fan know how uncaring these franchises really appreciate their dollars.

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