



# The National Basketball Association: Business, Organization and Strategy

By Jozsa, jr. Frank p

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The National Basketball Association (NBA) is widely recognized as an entertaining and innovative league whose teams play regular season and postseason games in packed arenas at home and away sites in the United States and Canada. This book discusses the development, growth, and success of the 61-year-old NBA from a business perspective. Covering the late 1940s to 2009, it focuses on the league's expansions and mergers, team territories and relocations, franchise organizations and operations, basketball arenas and markets, and NBA domestic and international affairs. Readers will gain an insight into when, how, and why the NBA emerged, reformed, and gradually matured to become one of the world's most dominant, prosperous, and popular professional sports organizations today.

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