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## Billion-Dollar Ball: A Journey Through the Big-Money Culture of College Football

By Gilbert M. Gaul

Penguin Books. Paperback. Condition: New. 272 pages. Dimensions: 8.4in. x 5.5in. x 0.7in. A penetrating examination of how the elite college football programs have become giant entertainment businesses that happened to do a little education on the side. Mark Kram, The New York Times Two-time Pulitzer-Prize-winning journalist Gilbert M. Gaul offers a riveting and sometimes shocking look inside the money culture of college football and how it has come to dominate a surprising number of colleges and universities. Over the past decade college football has not only doubled in size, but its elite programs have become a 2.5-billion-a-year entertainment business, with lavishly paid coaches, lucrative television deals, and corporate sponsors eager to slap their logos on everything from scoreboards to footballs and uniforms. Profit margins among the top football schools range from 60 to 75 results that dwarf those of such high-profile companies as Apple, Facebook, and Microsoft yet thanks to the support of their football-mad representatives in Congress, teams aren't required to pay taxes. In most cases, those windfalls are not passed on to the universities themselves, but flow directly back into their athletic departments. College presidents have been unwilling or powerless to stop a system that has spawned a wildly profligate...



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