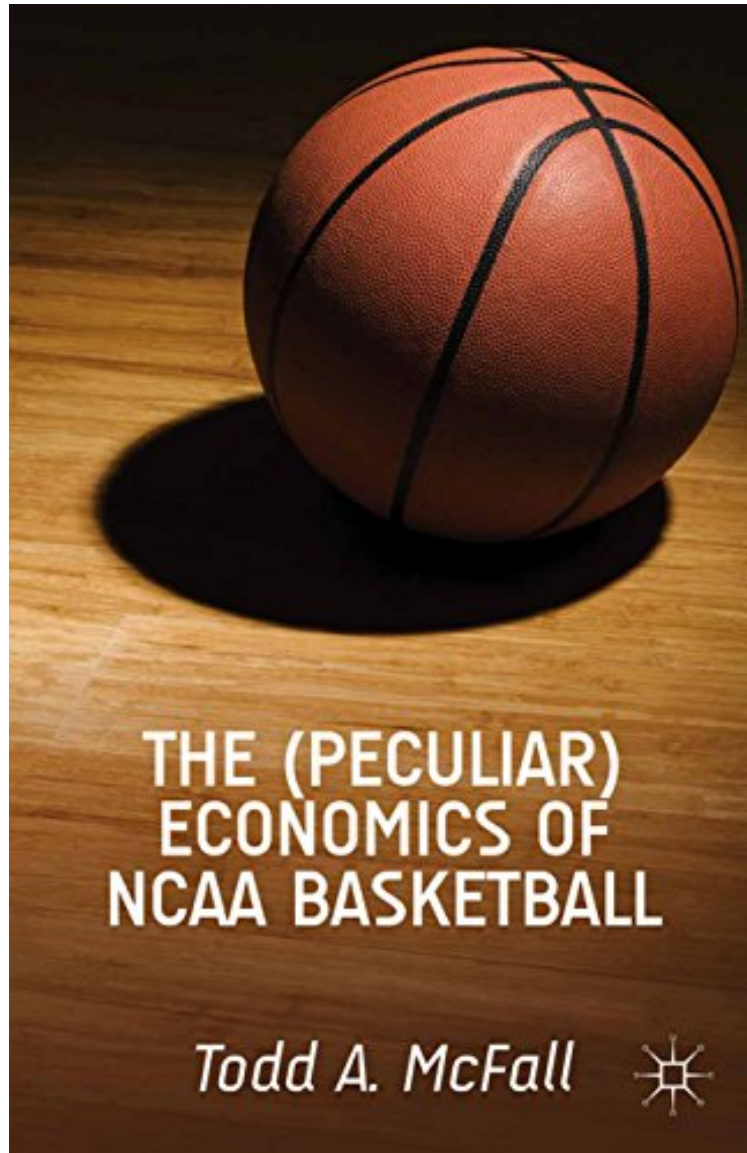


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## The (Peculiar) Economics of NCAA Basketball

*T. McFall*

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**T. McFall : The (Peculiar) Economics of NCAA Basketball** before purchasing it in order to gage whether or not it would be worth my time, and all praised The (Peculiar) Economics of NCAA Basketball:

The economics of the NCAA Division I men's basketball league are peculiar because it fails to hire the best college-aged players and does little to enhance competitive balance within the league. The league's policy decisions and its ability to remain economically viable, despite its short-sighted governance decisions, are discussed.

About the Author Todd A. McFall is Assistant Professor at Wake Forest University, USA, where he has taught for five years. He has also consulted at Alvarez and Marsal, LLC in New York City and Welch Consulting in College Station, Texas. He has published numerous articles in peer reviewed journals on the economics of professional golf. He represents Wake Forest often on local television and radio, where he has been interviewed numerous times on the business of collegiate sports.