



Unsportsmanlike Conduct: Exploiting College Athletes

By Walter Byers

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Unsportsmanlike Conduct: Exploiting College Athletes By Walter Byers

Walter Byers, who served as NCAA executive director from 1951 to 1987, was charged with the dual mission of keeping intercollegiate sports clean while generating millions of dollars each year as income for the colleges. Here Byers exposes, as only he can, the history and present-day state of college athletics: monetary gifts, questionable academic standards, advertising endorsements, legal battles, and the political manipulation of college presidents.

Byers believes that modern-day college sports are no longer a student activity: they are a high-dollar commercial enterprise, and college athletes should have the same access to the free market as their coaches and colleges. He favors no one as he cites individual cases of corruption in NCAA history. From Byers' first enforcement case, against the University of Kentucky in 1952, to the NCAA's 1987 "death penalty" levied against Southern Methodist University of Dallas, he shows the change in the athletic environment from simple rules and personally responsible officials to convoluted, cyclopedic regulations with high-priced legal firms defending college violators against a limited NCAA enforcement system. This book is a must for anyone involved in college sports--athletes, coaches, fans, college faculty, and administrators.

"There has been no other executive in the history of professional, college, or amateur sports who has had such an impact in his area." --Keith Jackson, ABC Sports

"Walter Byers has done more to shape intercollegiate athletics than any single person in history. He brought a combination of leadership, insight, and integrity to intercollegiate athletics that we will never again see equaled." --Bob Knight, Head Basketball Coach, Indiana University

As NCAA executive director, Byers started the an enforcement program, pioneered a national academic rule for athletes, and signed more than fifty television contracts with ABC, CBS, NBC, ESPN, and Turner Broadcasting. He oversaw the growth of the NCAA basketball tournament to one that, in 1988, grossed \$68.2 million. As the one person who has been inside college athletics for forty years, Walter Byers is uniquely qualified to tell the story of the NCAA and today's exploitation of college athletes.

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Editorial Review

From Publishers Weekly

The most shocking feature of this expose of American college athletic programs is that it comes from the man who oversaw those programs as executive director of the NCAA from 1951 to 1986. Written with freelancer Hammer, Byers's depiction is a uniformly dismal one principally regarding football and, to a lesser degree, basketball. At the top of the heap are college presidents, whom Byers terms ``world-weary cynics'' and who hold their jobs for relatively short periods compared with tenured faculty members; then there are head coaches, often greedy self-promoters, and their ever-expanding staffs, who take a huge bite out of athletic budgets; at the bottom are the athletes, who actually earn the money but get nothing in return, least of all a good education. Byers points out the sham of calling a multibillion-dollar industry ``amateur,'' but, in a disappointing conclusion, he stops short of advocating salaries for players, proposing instead an unrealistic program of increased job opportunities for athletes. In his nostalgia for the days when academics ruled the campus, Byers comes across as a man of high principles who appears to have expended his energy on a useless cause. Photos not seen by PW.

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From Library Journal

From 1951 to 1966, Byers was executive director of the National Collegiate Athletic Association (NCAA), which oversees the conduct of college sports by its 1,099 members. Focusing on big-time NCAA football and basketball, he records abuses of admission and academic standards, the influence of television revenues, and misconduct by coaches and others. Citing his own reform efforts, he concludes that playing college sports is often not an amateur but a professional matter and that athletes should be better rewarded. Like Francis X. Dealy Jr.'s *Win at Any Cost* (LJ 10/15/90), this offers radical solutions and is well recommended. Morey Berger, St. Joseph's Hosp. Medical Lib., Tucson, Ariz.

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From the Back Cover

Here Byers exposes, as only he can, the history and present-day state of college athletics: monetary gifts, questionable academic standards, advertising endorsements, legal battles, and the political manipulation of college presidents.

Users Review

From reader reviews:

Aaron Tyler:

In this 21st centuries, people become competitive in most way. By being competitive currently, people have do something to make them survives, being in the middle of the actual crowded place and notice simply by surrounding. One thing that at times many people have underestimated that for a while is reading. Yep, by reading a reserve your ability to survive improve then having chance to stand than other is high. For you who want to start reading any book, we give you this kind of *Unsportsmanlike Conduct: Exploiting College Athletes* book as beginner and daily reading reserve. Why, because this book is usually more than just a book.

George Sanders:

The actual book *Unsportsmanlike Conduct: Exploiting College Athletes* has a lot info on it. So when you read this book you can get a lot of advantage. The book was compiled by the very famous author. McDougal makes some research before write this book. This specific book very easy to read you may get the point easily after looking over this book.

Lena Drew:

Unsportsmanlike Conduct: Exploiting College Athletes can be one of your nice books that are good idea. We recommend that straight away because this publication has good vocabulary that may increase your knowledge in language, easy to understand, bit entertaining but still delivering the information. The article author giving his/her effort to put every word into enjoyment arrangement in writing *Unsportsmanlike Conduct: Exploiting College Athletes* yet doesn't forget the main position, giving the reader the hottest in addition to based confirm resource information that maybe you can be certainly one of it. This great information could draw you into brand-new stage of crucial imagining.

William Hughes:

In this time globalization it is important to someone to get information. The information will make professionals understand the condition of the world. The healthiness of the world makes the information better to share. You can find a lot of references to get information example: internet, paper, book, and soon. You will observe that now, a lot of publisher in which print many kinds of book. The book that recommended to you is *Unsportsmanlike Conduct: Exploiting College Athletes* this publication consist a lot of the information on the condition of this world now. This particular book was represented just how the world has grown up. The dialect styles that writer make usage of to explain it is easy to understand. The writer made some analysis when he makes this book. Here is why this book acceptable all of you.

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