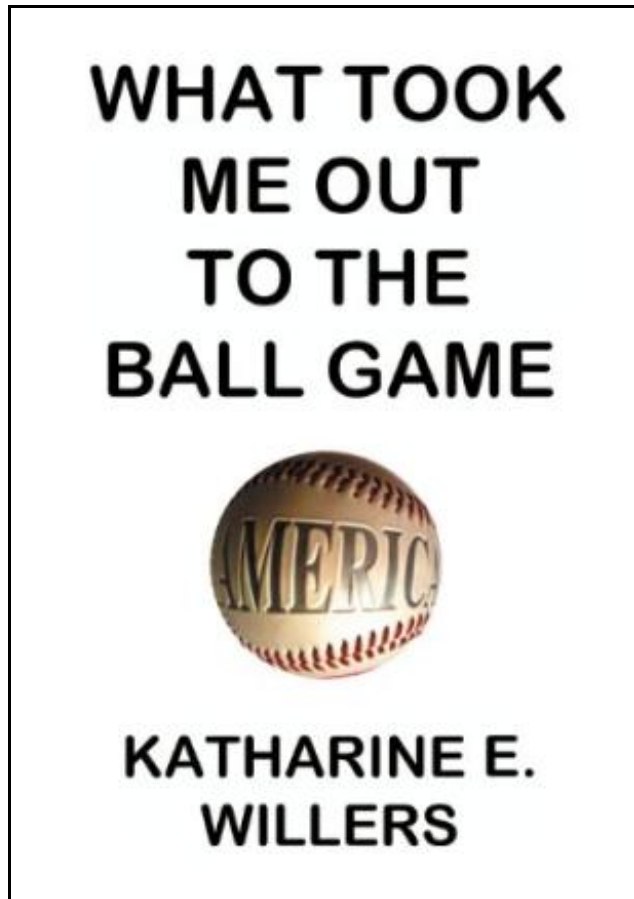


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## WHAT TOOK ME OUT TO THE BALL GAME: THE DETERMINANTS OF ATTENDANCE OF MAJOR LEAGUE BASEBALL GAMES FROM 1989-1999 AND THE IMPLICATIONS OF THE 1994 LABOR STRIKE (PAPERBACK)




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Parkgate Press, United States, 2011. Paperback. Book Condition: New. Matt Fullerty (illustrator). 254 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Baseball fans attend Major League Baseball games for many reasons-to watch their home team in the midst of a winning season; to bask in the afterglow of a recent World Series win; or to see a newly acquired All-Star. But many impersonal factors determine how many people attend a Major League Baseball game, including local unemployment rates, the presence of other professional sporting franchises, or the number of games broadcast on television. **What Took Me Out to the Ball Game** utilizes a linear regression analysis to examine competitive and team-market factors that permeated Major League Baseball during the 1990s and what impact they had on attendance at games. It examines the significance of twenty market and team-quality factors, in particular the impact of the 1994 labor strike which caused the cancellation of hundreds of games and the World Series in 1994. Katharine E. Willers is a lifelong baseball fan and economic enthusiast. Resulting from research she did for this book, she spent a summer as a researcher at the National Baseball Hall of Fame Library in Cooperstown, New York. Ms. Willers graduated magna cum laude from Cornell University with a BA in Economics and earned an MA in International Relations from The Johns Hopkins University School of Advanced International Studies. After initially pursuing a career in business and marketing, she transitioned to a career in policy and international affairs. Katharine is married and currently resides in the Washington, DC area.

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