

Why Fantasy Football Matters



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Talking Trash, Trading Studs, and Drafting Sleepers -- an Insider's Guide to the World's Greatest Obsession U.S. businesses lose \$200 million in productivity each football season because employees are managing their fantasy squads instead of working. In "Why Fantasy Football Matters (And Our Lives Do Not)," two grizzled veterans revel in the addiction that is fantasy football. From pre-draft hijinx to post-draft trash talk, from tumultuous trades to the perils of free agency, it celebrates the eccentric personalities, absurd rituals, and hilarious superstitions of one of the most fanatical fantasy leagues on earth. With humor, insight, and a dash of advice, "Why Fantasy Football Matters" celebrates the thirty-two million Americans who prefer managing their fantasy squads to relaxing with loved ones. And it gives girlfriends, coworkers, and sports purists all the proof they need to accept that this is an obsession that really matters.

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