

# Spalding's World Tour



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著者:Lamster, Mark

出版者:Perseus Books Group

出版时间:2007-6

装帧:Pap

isbn:9781586484330

In October 1888, Albert Goodwill Spalding--baseball star, sporting-goods magnate, promotional genius, serial fabulist--departed Chicago on a trip that would take him and two baseball teams on a journey clear around the globe. Their mission had two goals: to fix the game in the American consciousness as the purest expression of the national spirit, and to seed markets for Spalding's products near and far. In the process, these first cultural ambassadors played before kings and queens, visited the Coliseum and the Eiffel Tower, and took pot shots with their baseballs at the great Sphinx in Egypt. Their expedition is chronicled with dash and wit in Spalding's World Tour, "a riveting story of baseball and the man...who brought it into the 20th century." (Newsweek)

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目录:

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