

How to Be a Sports Agent



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In its simplest form, a sports agent is an individual or a company who represents a sportsperson. Add the fantastic amount of money sloshing around in professional sport and your basic quotient of human greed and sports representation becomes anything but. Fortunately, Mel Stein - who brokered most of Gazza's career and all of Chris Waddle's - is on hand to guide the layperson and newcomer alike through the tortuous world of marketing, representation and sports law. A practical guide to being a good, honest agent in an often dishonest game.

作者介绍:

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