

## Unsportsmanlike Conduct Exploiting College Athletes

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### Unsportsmanlike Conduct Exploiting College Athletes

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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Unsportsmanlike Conduct. Book Description: 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.

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In his memoir titled, Unsportsmanlike Conduct, Walter Byers, former NCAA Executive Director, outlined how the term student-athlete was conceptualized in concert with the ethic of amateurism (Byers...

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### Unsportsmanlike Conduct - University of Michigan Press

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### Unsportsmanlike Conduct - University of Michigan Press

Ever since players have been attempting to win the rights to their names and images, the right to be paid, etc. In his book Unsportsmanlike Conduct: Exploiting College Athletes Byers turned against the NCAA in its current form, saying it established "a nationwide money-laundering scheme." (P. 73).

### Walter Byers - Wikipedia

This book is a must for anyone involved in college sports--athletes, coaches, fans, college faculty, and administrators. Unsportsmanlike Conduct: Exploiting College Athletes by Walter Byers. | eBay

### Unsportsmanlike Conduct: Exploiting College Athletes by ...

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It is in a 1997 book, Unsportsmanlike Conduct: Exploiting College Athletes, written by the late Walter Byers, about college sports and the National Collegiate Athletic Association. In this...

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