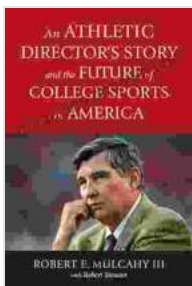


The Future of College Sports in America: Lessons from an Athletic Director

College sports are a big business in America. The NCAA generates over \$1 billion in revenue each year, and the top schools can make tens of millions of dollars from their athletic programs. But college sports are also facing a number of challenges, from rising costs to declining attendance.



An Athletic Director's Story and the Future of College Sports in America by Robert E. Mulcahy

★★★★☆ 4.4 out of 5

Language	: English
File size	: 1363 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 257 pages
Item Weight	: 7 ounces
Dimensions	: 7.87 x 7.87 x 7.87 inches



In his new book, *An Athletic Director's Story and the Future of College Sports in America*, former athletic director Bill Moos shares his experiences and insights on these challenges and offers his vision for the future of college sports.

Moos has been involved in college sports for over 40 years, serving as athletic director at Washington State University, the University of Oregon, and the University of Nebraska. He has also been a member of the NCAA

Division I Men's Basketball Committee and the NCAA Football Oversight Committee.

In his book, Moos discusses the many challenges facing college sports, including:

- Rising costs
- Declining attendance
- The growing influence of money
- The impact of social media

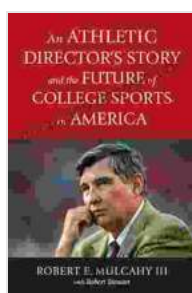
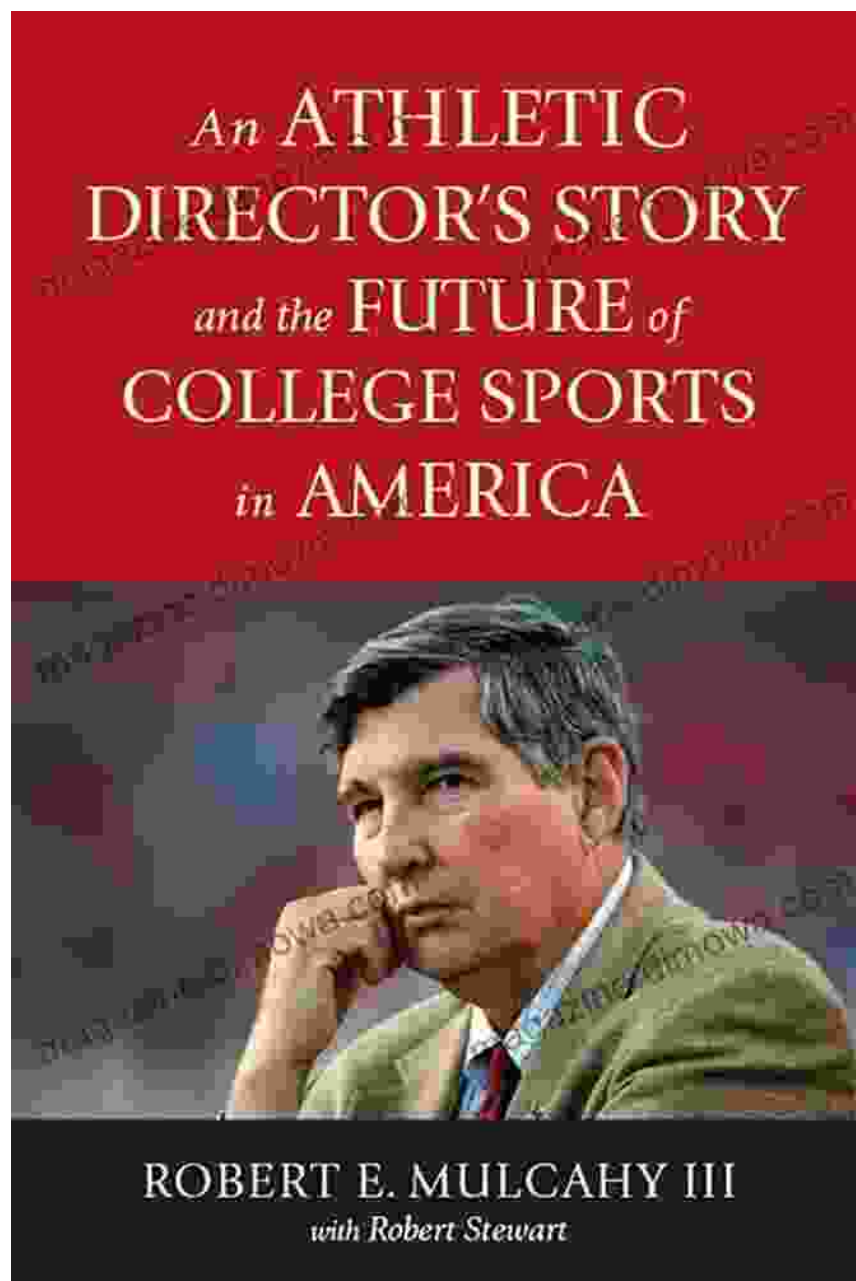
Moos also offers his vision for the future of college sports. He believes that college sports can continue to thrive if they focus on the following:

- The student-athlete experience
- Academic integrity
- Financial responsibility
- Competitive balance

Moos's book is a must-read for anyone interested in the future of college sports. He offers a unique perspective on the challenges and opportunities facing college sports and provides a roadmap for the future.

Free Download Your Copy Today!

An Athletic Director's Story and the Future of College Sports in America is available now from Our Book Library, Barnes & Noble, and other online retailers.



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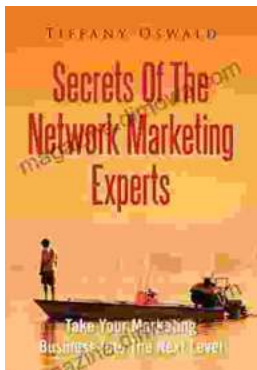
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