

# Library Graffiti: David Stern



- Former NBA Commissioner
- Businessman
- Manager extraordinaire

Join the Drew Community on **February 28<sup>th</sup> at 8PM** when the Drew Forum presents **In the Game: David Stern with Ira Berkow**, at the Concert Hall at Drew University. The evening's conversation will surely be of interest to sports enthusiasts, business-types, and of course, NBA fans.\*\* To prepare for a fascinating discussion about the sports business, take a look at the information below...

## Sports Illustrated profile: "From Corned Beef to Caviar"

Read this in depth Sports Illustrated story from June 1991 that details David Stern's leadership at the NBA. Under his guidance, the NBA went from a failing enterprise to the powerhouse it is today.

<http://bit.ly/profile-davidstern>

## Forbes Magazine Podcast: David Stern interview

A wide-ranging, recent interview (2017) by Forbes' staffer Mike Ozanian, where... "(Mr. Stern) discusses his tenure as NBA commissioner, what he thinks of virtual reality, Esports, sports gambling and his investments in sports technology." Sixty (60) minutes of sports business insights.

<http://bit.ly/podcast-davidstern>

## Sports Business Unplugged : Leadership Challenges from the World of Sports -- foreword by David Stern

In this ebook, sports business commentators Rick Burton and Norm O'Reilly *have compiled fifty of their recent columns from SportsBusiness Journal*. Topics are current, and all levels and range of sports are dissected and discussed.

<http://bit.ly/sportsunplugged> (Drew access only)

## Playbooks and Checkbooks : An Introduction to the Economics of Modern Sports by Stefan Szymanski

Where would the Boston Celtics be without their archrivals the LA Lakers? A noted economist examines the sports industry and its unique need for rivals to succeed and thrive in order to maintain a healthy business environment.

<http://bit.ly/economicsofsports> (Drew access only)

**\*\*Advance tickets are available online or in person at the [Box Office](#) of the NJ Shakespeare Theatre, <http://bit.ly/tickets4davidstern>**

\* Warning: browsing reference resources can be a slam dunk!