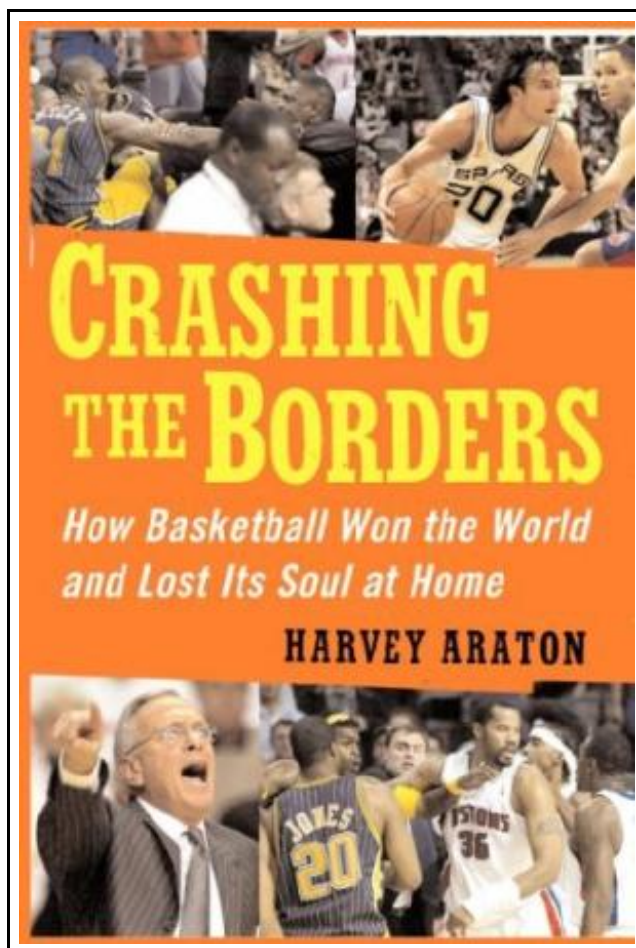# Crashing the Borders: How Basketball Won the World and Lost Its Soul at Home

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Reviews

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(Lorenz Vandervort)

CRASHING THE BORDERS: HOW BASKETBALL WON THE WORLD AND LOST ITS SOUL AT HOME

Simon & Schuster. Paperback. Book Condition: new. BRAND NEW, Crashing the Borders: How Basketball Won the World and Lost Its Soul at Home, Harvey Araton, The game of basketball has gone global and is now the world's fastest-growing sport. Talented players from Europe, Asia, South America, and Africa are literally crashing the borders as the level of their game now often equals that of the American pros, who no longer are sure winners in international competition and who must compete with foreign players for coveted spots on NBA rosters. Yet that refreshing world outlook stands in stark contrast to the game's troubled image here at home. The concept of team play in the NBA has declined as, in the aftermath of the Michael Jordan phenomenon, the league's marketers and television promoters have placed a premium on hyping individual stars instead of teams, and the players have come to see that big-buck contracts and endorsements come to those who selfishly demand the spotlight for themselves. Even worse, relations between players and fans are at a low ebb. Players are perceived to be overpaid, ill-behaved, and arrogant. Fans, paying hundreds of dollars for tickets, often act boorishly and tauntingly. This tension boiled over on the night of November 19, 2004, at the Palace of Auburn Hills, Michigan, during a Detroit Pistons-Indiana Pacers game, when players brawled with fans as much as each other in what was, in fact, a racial skirmish. When the Pacer players entered the stands throwing punches, they had truly smashed an altogether different kind of border. In the aftermath of that sorry spectacle, regular-season television ratings declined for NBA games. Playoff-game ratings plummeted. Sales in NBA-licensing products sagged by a reported 30 percent. For the millions of Americans who cherish basketball, the love affair has reached a state...

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