______ Contents _____

List of Figure	es	vii
List of Tables		xiii
Preface to the Paperback Edition Prelude: Four Snapshots		XV
		xxiii
Preface		xxxiii
Chapter 1.	The Institutionalization and Regulation of College Sports in Historical Perspective	1
Chapter 2.	The Admissions Game: Recruiting Male Athletes and the Implications of Selection	29
Chapter 3.	The College Game: Academic Outcomes for Men	59
Chapter 4.	Men's Lives after College: Advanced Study, Jobs, Earnings	87
Chapter 5.	The Development of Women's Athletic Programs	113
Chapter 6.	New Players: The Recruitment and Admission of Women Athletes	126
Chapter 7.	Women Athletes in College	141
Chapter 8.	Women's Lives after College: Advanced Study, Family, Jobs, Earnings	157
Chapter 9.	Leadership	182
Chapter 10.	Giving Back	205
Chapter 11.	The Financial Equation: Expenditures and Revenues	227
Chapter 12.	Key Empirical Findings	258
Chapter 13.	Taking Stock	268
Chapter 14.	Thinking Ahead: Impediments to Change and Proposed Directions	289
Appendix A: Scorecards		311
Appendix B: Supplementary Data		355
Notes		375
References		423
Index		431

