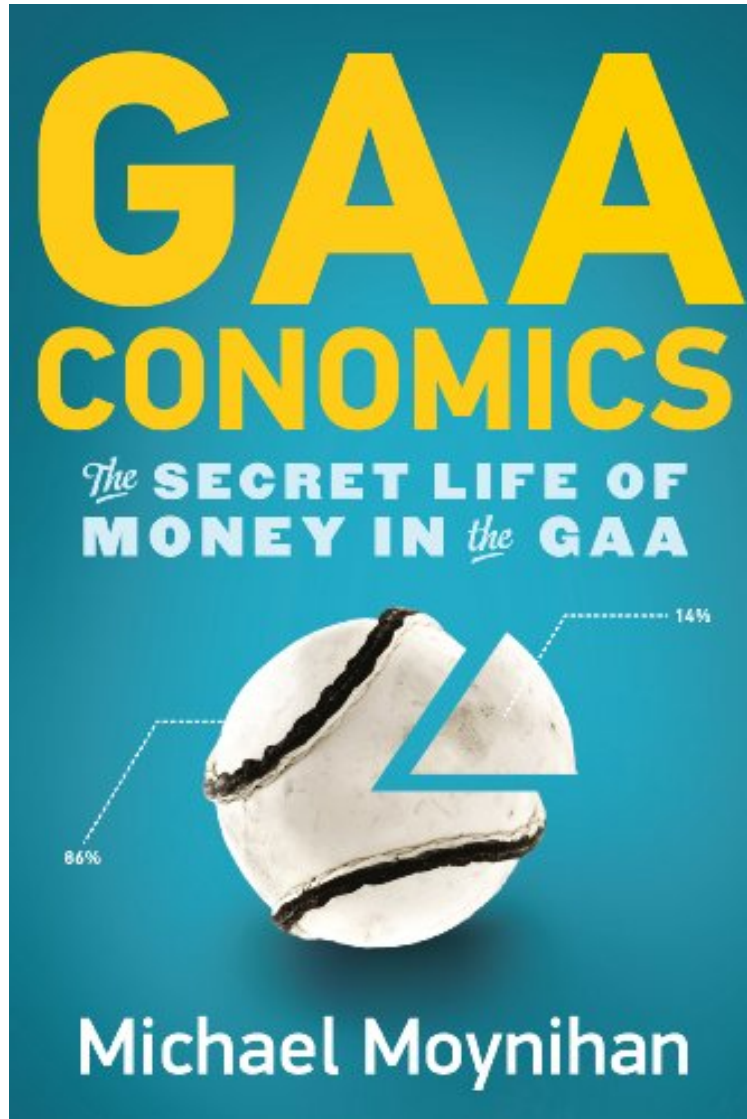


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GAAconomics: The Secret Life of Money in the GAA

Michael Moynihan

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Michael Moynihan : GAAconomics: The Secret Life of Money in the GAA before purchasing it in order to gage whether or not it would be worth my time, and all praised GAAconomics: The Secret Life of Money in the GAA:

The greatest amateur sports association in the world? Michael Moynihan takes a look behind the scenes to reveal the truth about the GAA and looks for answers to the awkward questions.Why won't hurling and Gaelic football become professional? What would it cost to complete Croke Park? What's the economic benefit of winning an All-Ireland? What would it have cost the GAA not to host rugby and soccer? Who gets paid? What are the spin-offs for players?

And, by the way, what county supporters really bring their own sandwiches to the All-Ireland final? A unique sports book which will ensure you never again look at hurling and football the same way. Michael Moynihan talks frankly to current and recent players and gets the inside story on how money courses through the GAA. A unique sports book which will ensure you never again look at hurling and football the same way. Michael Moynihan talks frankly to current and recent players and gets the inside story on how money courses through the GAA.

'Michael Moynihan, one of the chief sports journalist with the Irish Examiner, has produced a snappy yet hugely detailed work on a side of the GAA which hasn't been explored before. (...) Moynihan's writing is crisp and the various interviewees are witty and incisive. (...) An absolutely essential read' -- Eamonn Murphy Evening Echo 'Sports journalist Moynihan investigates the economics of the GAA through its many ramifications and arguments, and finds that the sports body, tagged by some as the Grab-All-Association, is rather more complex than you might imagine' -- Donal O'Donoghue RTE Guide
About the Author Michael Moynihan is a journalist with the Irish Examiner covering sport. He is the bestselling author of Blood Brothers, the definitive book on the Cork hurling team of the last decade. He has written for The Observer and The Washington Post and is a regular radio and television contributor.