

# Preface

Similar to former and current domestic and international professional sports leagues, the National Football League (NFL) approves and implements strategies to dominate its competitors and therefore become more popular, profitable, and successful. To reveal and analyze three historical but effective NFL strategies, this book discusses why, when, and where the NFL increased its number of franchises, permitted teams to move from their sites in metropolitan areas to others, and merged with two different national football leagues during the twentieth century.

Since 1922, the NFL—named the American Professional Football Association in 1920 and 1921—has evolved from simply being a group of struggling football clubs into a multibillion-dollar business organization that from the 2002 to 2013 seasons consisted of 32 franchises. Because of economic opportunities and other reasons, the NFL will eventually change from four divisions in each of two conferences to some other alignment. To anticipate what may occur in the future, *National Football League Strategies* provides a historical perspective.

More specifically, this book has the following purposes and objectives for readers. It (a) indicates how the NFL changed in composition, size, and structure during its initial 94 years in the sports industry, (b) identifies which new professional football franchises became NFL members and highlights how they performed during seasons and postseasons of their history, and (c) examines decisions of specific NFL owners and why they moved their team's operations from sites in small, midsized, and large metropolitan areas to other places within the United States.

In addition, it (d) denotes the causes and consequences of NFL mergers with two former but competitive American professional football leagues, (e) measures and compares teams' performances in tables that contain demographic, economic, financial, and sport-specific data and other relevant information, and (f) provides an appendix, bibliography, and index to further research such topics as expansions, relocations, and mergers in football and other major team sports.

Besides numerous sports fans aged 18–58 who live near and in external markets of NFL teams, this book's audiences are sports historians and researchers, college and public libraries, and current and potential NFL franchise owners and team executives. It is also appropriate as a reference or supplemental text for college and

university students enrolled in such applied undergraduate and graduate courses and seminars as sports administration, sports business, and sports management.

The contents of *National Football League Strategies* came partly from my doctoral dissertation completed at Georgia State University in 1977. Its' title is "An Economic Analysis of Franchise Relocation and League Expansion in Professional Team Sports, 1950–1975." My other contributions to the literature include *Relocating Teams and Expanding Leagues in Professional Sports: How the Major Leagues Respond to Market Conditions* (1999); *American Sports Empire: How the Leagues Breed Success* (2003); *Sports Capitalism: The Foreign Business of American Professional Leagues* (2004); *Big Sports, Big Business: A Century of League Expansions, Mergers, and Reorganizations* (2006); and *Global Sports: Cultures, Markets, and Organizations* (2009).

I welcome your comments, questions, and suggestions about any aspects of this book. Please contact me at [frank.jozsa@pfeiffer.edu](mailto:frank.jozsa@pfeiffer.edu). Thanks and hope you enjoy reading *National Football League Strategies*.

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