

Moneyball: A Business Perspective.

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Abstract:

Moneyball (Lewis, 2003) is a book about baseball. The book describes how a small-market Major League Baseball team, the Oakland Athletics, has been able to compete with large-market teams by being innovative in a tradition-laden industry. Through a business management lens, one discerns that this baseball book, in fact, has general management lessons. In this article, we outline and illustrate the valuable lessons for business that emerge from the Moneyball story. More specifically, we provide a brief overview of the book; summarize arguments for playing Moneyball ideas to management as presented in popular media as well as in academia; determine the underlying management themes contained in the Moneyball story; and propose Moneyball lessons for managers.

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