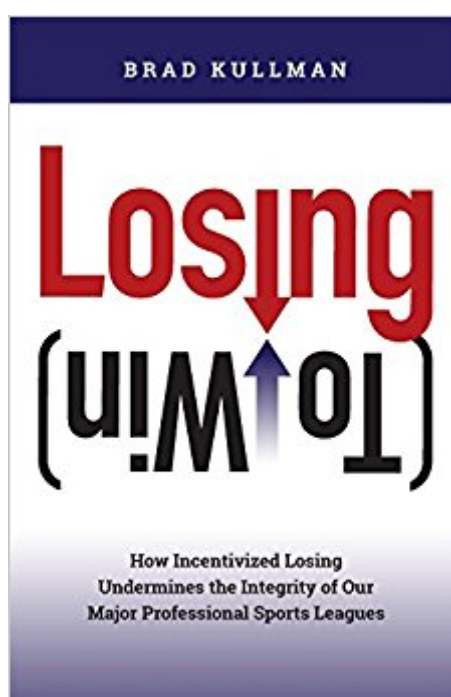


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# Losing (To Win): How Incentivized Losing Undermines The Integrity Of Our Major Professional Sports Leagues



## Synopsis

Our major professional sports leagues are in a state of crisis and everyone talks about it, but nobody is talking about it! Brad Kullman combines his experience as a high-ranking major league baseball executive with extensive study of human behavior and performance, as he frames the conversation with this compelling investigative expose that asks a critical question: What is the difference between trying to lose and not trying to win? Everyone who follows major league sports knows that losing teams can benefit by losing more. We talk about it freely, as if it is an inherent and inseparable part of the major league game. Yet nobody is talking about how the encouragement of extreme losing provided by a backward system is damaging the integrity of play. Kullman presents undeniable evidence based on numerous examples in which teams from each of the "Big Four" major leagues (NFL, MLB, NBA, NHL) purposely did not try to win regular season games. Teams employ this "losing" strategy in hopes of improving the team's long-term fortunes by "winning" a more advantageous position in the conceptually flawed "reverse standings" amateur draft. While league officials, team owners, pundits, and fans collectively look the other way and pretend it is not doing harm, Kullman explores how the issue of losing (to win) is undermining the integrity of play to the point that we should all be up in arms!" Tanking" is the art of purposely losing while giving the appearance of "trying" to win. Kullman incorporates his experience in a major league baseball front office along with his unique perspective of human understanding to examine how tanking has quietly reached epidemic levels in today's game. Most importantly, Kullman introduces an ingenious solution that can be quickly and easily implemented, which will bring integrity back to the spirit of the game and put the "compete" back in competition!

## Book Information

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## Customer Reviews

Brad Kullman has been observing and assessing human performance for the greater part of three decades. Initially as a high-ranking Major League Baseball executive and scout, Kullman spearheaded the first formal Research and Development department in MLB, with a focus on exploring better ways of evaluating and cultivating player performance and potential. Though originally focused on athletes, Kullman's study has evolved into all areas of life. An innovative problem-solver, Kullman excels at thinking outside the box in search of optimal solutions to vexing problems. By complementing his MLB experience with extensive study of human performance and behavior, Kullman brings a unique perspective to solving a problem that has perplexed many by framing it in a new way. Kullman regularly presents his one-of-a-kind insights to a wide range of audiences, as he tackles problems in sports and other areas of life in a meaningful, substantive manner. This book is another example of Kullman's ability to present an informative and entertaining exploration of a problem, along with a forward-thinking solution that can be easily implemented. To learn more about the author or the topics in this book, see [BradKullman.com](http://BradKullman.com) and follow on Twitter @BradKullman.

*Losing (to Win)* documents the un-competitive practices in American professional sports leagues (NFL, NBA, NHL and MLB) whereby teams that find themselves out of the running for a playoff slot near the end of the season "tank" — that is don't try very hard to win — so as to achieve a better place in the next season's player draft. Kullman provides ample evidence of these practices based on statements by sportswriters, league officials, team management, and the players themselves. He tells us about the origins of the leagues and how free agency, attempts at salary caps, and the player drafts got started. Not only does he spell out the problem in great detail, but he also offers a solution. Sports fans will find this book both interesting and informative, as this reviewer did.

Great book. It really opens your eyes to the history of major sports and why they try to lose to get a better draft pick, but it still doesn't help them!

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