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Miller, James Edward. The Baseball Business: Pursuing Pennants and Profits in Baltimore. Univ. of North Carolina Pr. Mar. 1990. c.390p. permanent paper. illus. bibliog. index. LC 89-36996. ISBN 0-8078-1876-3. $24.95. sports Miller brings to this work the same careful scholarship he has applied to more traditional historical topics (e.g., his The United States and Italy, 1940-1950, Univ. of North Carolina Pr., 1986) and produces an engrossing analysis of the effect the changing nature of baseball, the business, has had upon baseball, the game. The entire Baltimore Oriole organization, including the farm system, is examined from the early 1950s to the present. The elements are many, including marketing and television, community management versus autonomous control, labor relations, government relations, and racial issues. This well-documented, well-indexed work provides an excellent view of how baseball, and the Orioles specifically, have both gained and suffered from the changes wrought by the burgeoning profitability of our national pastime. An excellent work for fans and both business and popular culture scholars.—Robert Aken, Univ. of Kentucky Libs., Lexington