

**“Money Players** should be required reading for any college student with professional sports or management aspirations.”  
—Bill Duffy, CEO, BDA Sports Management

**Money Players** shows current and future pro athletes (and those who influence, advise and work on their behalf) how to star — not fail — in the lucrative business of sports.

- Prepare for the draft
- Select the right agent
- How players associations work
- Savings and investment basics
- Dealing with the media and fans
- Prepare for post-career opportunities

“The key philosophies and strategies discussed in *Money Players* ensures athletes are financially sound when their playing days are over.”  
—Jeffrey Moorad, CEO and General Partner, Arizona Diamondbacks, former sports agent

“...the best book I have read for college and pro athletes in my 30 years in this business.” —Tony Agnone, football agent

“With great clarity and logic, Marc Isenberg has produced the definitive ‘game plan’ for pro athletes wishing for financial success.” —Dan Guerrero, Director of Athletics, UCLA

“...a must-read for any aspiring professional athlete.” —Jay Bilas, ESPN

“Does Michael Vick go dogfighting if he’d read *Money Players*? Absolutely not.” —Mike DeCourcy, senior writer, *Sporting News*

**Marc Isenberg** is a nationally known writer and author on the business of sports. He is the author of *The Student-Athlete Survival Guide* (McGraw Hill 2001) and *The Truth about Gambling* (A-Game 2003). He works as a business and financial adviser in Santa Monica, Calif., where he lives with his wife, Debbie Spander.



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MONEY PLAYERS

A Guide to Success in Sports, Business & Life for Current and Future Pro Athletes



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—Gene Washington, NFL

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*With powerful messages from pro athletes, business executives and sports media*