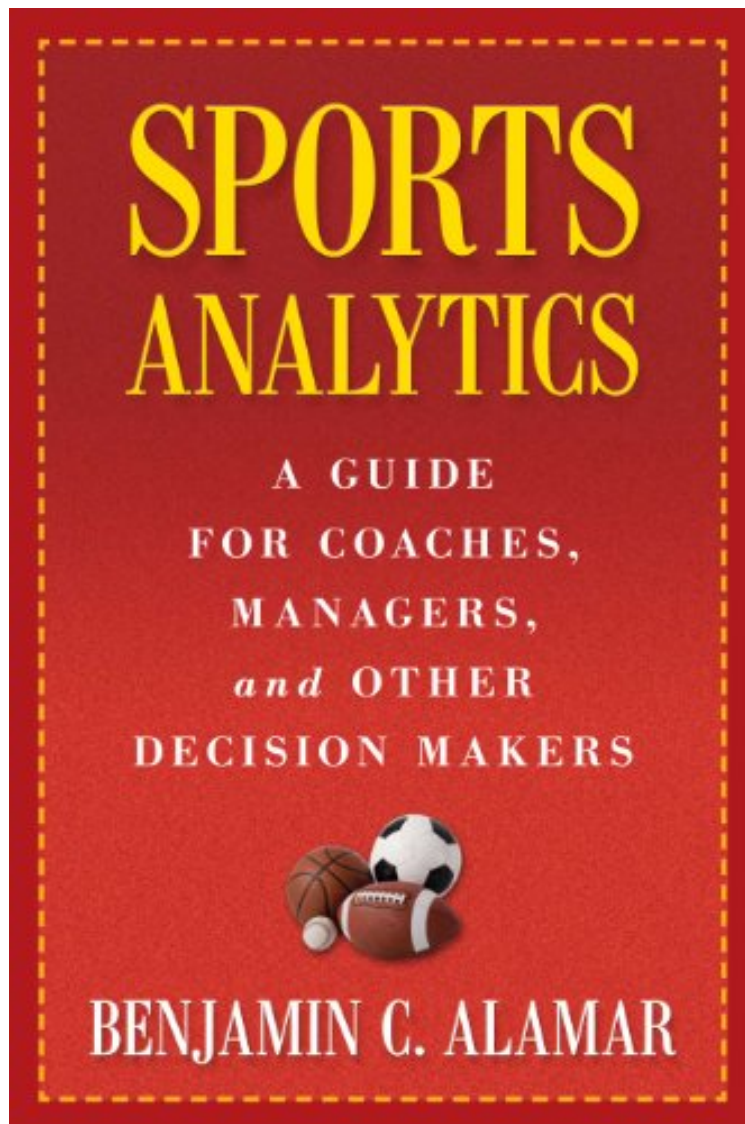


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Sports Analytics: A Guide for Coaches, Managers, and Other Decision Makers (NONE)

Benjamin C. Alamar

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Benjamin C. Alamar : Sports Analytics: A Guide for Coaches, Managers, and Other Decision Makers (NONE) before purchasing it in order to gage whether or not it would be worth my time, and all praised Sports Analytics: A Guide for Coaches, Managers, and Other Decision Makers (NONE):

4 of 4 people found the following review helpful. Perfect Introduction to Sports AnalyticsBy Andres RodriguezProfessor Alamar sets forth a comprehensive, yet easily readable in depth introduction to sports analytics.

The book is a perfect mixture of concepts, explanations and stories, which makes the book very enjoyable and addictive (I read it in two days). This is a sport neutral book (only anecdotes and examples are sport specific), which makes the content applicable to all sports. It is a must read for anyone interested in sports, from a decision maker at a team, all the way to the most casual of fans as it is an understandable introduction to a very complex and increasingly influential facet of sports. 1 of 1 people found the following review helpful. Required for all decision-makers in elite sports organizations
By J. Michael (Mike) Boyle
Decision-makers at all levels throughout elite sports organizations should strongly consider investing their time in understanding the material presented in this book. My advice is to repeat the following cycle until it is no longer adding value to the decision-making process(es): 1) review the material; 2) apply one or more concepts; 3) repeat. Following this approach will undoubtedly result in several value-adding cycles and improve upon the analytics competencies of both the individual and organization. My advice and my confidence in the result are based the experience I have working with elite sports organizations on the development and execution of their analytics programs. Generally speaking, those organizations that have mastered the concepts covered in this book are well-poised to maintain the competitive advantages that they've gained through their analytics programs.
0 of 0 people found the following review helpful. Good for department ideas, not good for research techniques
By John Spyte
I bought thinking it would give more ideas for analysis and what stats are working to help improve research or what ways would be helpful in performing your own research. So, I was disappointed there. If you are looking for policies or to set up a sports analytic department the book is thoughtful and will give you ideas to think about. Such as different departments will resist change and why they are stubborn in their set ways. I did pass this book on to a student who is interested in sports analytics.

Benjamin C. Alamar founded the first journal dedicated to sports statistics, the *Journal of Quantitative Analysis in Sports*. He developed and teaches a class on sports analytics for managers at the University of San Francisco and has published numerous cutting edge studies on strategy and player evaluation. Today, he cochairs the sports statistics section of the International Statistics Institute and consults with several professional teams and businesses in sports analytics. There isn't a better representative of this emerging field to show diverse organizations how to implement analytics into their decision-making strategies, especially as the programs behind analytic tools grow increasingly complex. Alamar provides a clear, easily digestible survey of the practice and a detailed understanding of analytics' vast possibilities. He explains how to evaluate different programs and put them to use. Using concrete examples from professional sports teams and case studies demonstrating the use and value of analytics in the field, Alamar designs a roadmap for managers and other professionals as they build their own programs and teach their approach to others.

This quick, interesting read is a valuable addition to the sports management field. It brings together information that is proprietary, to a significant degree, in the sports industry and therefore not readily available. It will appeal both to readers looking for guidance in setting up a statistical analysis system for their sport organization, as well as to general readers who have an interest in professional sport and team decision making. (James Masteralexis, Western New England University)
Outstanding! This is a serious look at the challenges of bringing analytics into the 'actionable' realm within an organization, with great ideas and stories based on some of Benjamin C. Alamar's own experiences. (Roland Beech, director of analytics, Dallas Mavericks)
Getting coaches and general managers to listen and understand the numbers is a classic problem for high-level stat geeks in pro sports. In this brisk narrative, Benjamin C. Alamar takes us inside that process, using telling anecdotes from his colleagues and his own experience as a consultant with the Oklahoma City Thunder. This is a great read for job seekers, teams interested in improving their own analytics platform, and smart fans wanting a peek inside team decision making. (Zach Lowe, staff writer for Grantland)
Alamar combines first-hand experience as an analytics consultant with investigative research to provide an insider's view of team sports decision making. Using industry examples instead of complicated formulas or equations, he is able to bridge the gap between the executive suite and sports fans. This is a great read for anyone interested in learning more about how the sports world operates behind the scenes. (Brian C. Kopp, vice president of strategy and development and head of Sports Solutions Group, STATS LLC)
About the Author
Benjamin C. Alamar is a professor of sport management at Menlo College and a sports analytics consultant/researcher. He has consulted with a variety of teams in the NFL and NBA, including five seasons with the Oklahoma City Thunder, and with a variety of companies in sports analytics. He has published numerous research studies in sports analytics and has written on sports analytics for outlets such as ESPN, *Analytics Magazine*, and the *Wall Street Journal*. Additionally, Alamar is the founding editor of the *Journal of Quantitative Analysis in Sports*, the first peer-reviewed academic journal for research in sports analytics.
Dean Oliver is the director of Production Analytics at ESPN, leading the development of sports analytics for the network. He worked for seven years in the NBA with the front offices of the Denver Nuggets and Seattle SuperSonics, using analytics to improve trades, free agency, the draft, and coaching tactics. The contents of his book, *Basketball on Paper*, are now used broadly across the NBA. Oliver has a Ph.D. in engineering and has years of

experience as an advance scout, collegiate scout, and coach.