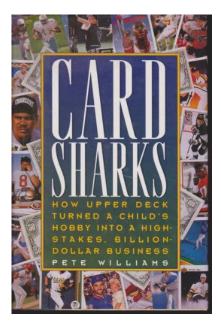
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Card Sharks: How Upper Deck Turned a Child's Hobby into a High-Stakes, Billion-Dollar Business PDF



by Pete Williams : Card Sharks: How Upper Deck Turned a Child's Hobby into a High-Stakes, Billion-Dollar Business

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Description:

PDF-4605f | Taking the reader from the birth of sports cards in the 1880s to the present, Williams investigates the success in the shady world of baseball cards. At the center of the industry is Upper Deck, the largest manufacturer, with sales of over \$260 million each year. Williams exposes how the power brokers in the game of baseball have changed this once-innocent hobby forever. Published in 1995 when Wil... *Card Sharks: How Upper Deck Turned a Child's Hobby into a High-Stakes, Billion-Dollar Business*





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