



Dangerous Hoops: A Forensic Marketing Action Adventure (LSU Press Paperback Original)

D. Larry Crumbley, Fred H. Campbell, Thomas J. Karam, Peter A. Maresco

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Part crime novel, part textbook, Dangerous Hoops combines the principles of marketing and forensic accounting into a lively narrative to educate and entertain.

Set in the world of professional sports, Dangerous Hoops introduces FBI agent Bill Douglass as he pursues a deadly extortionist in order to save lives -- and spare the NBA from a public relations nightmare. The adventurous storyline -- complete with demands for cash and diamonds, poisoned collectors' cards, and botched drop-offs -- also explores aspects of business and marketing with examples from the world of pro basketball.

Both innovative and educational, Dangerous Hoops provides real instruction in a novel form and serves as a refreshing text for business majors and MBA students.

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