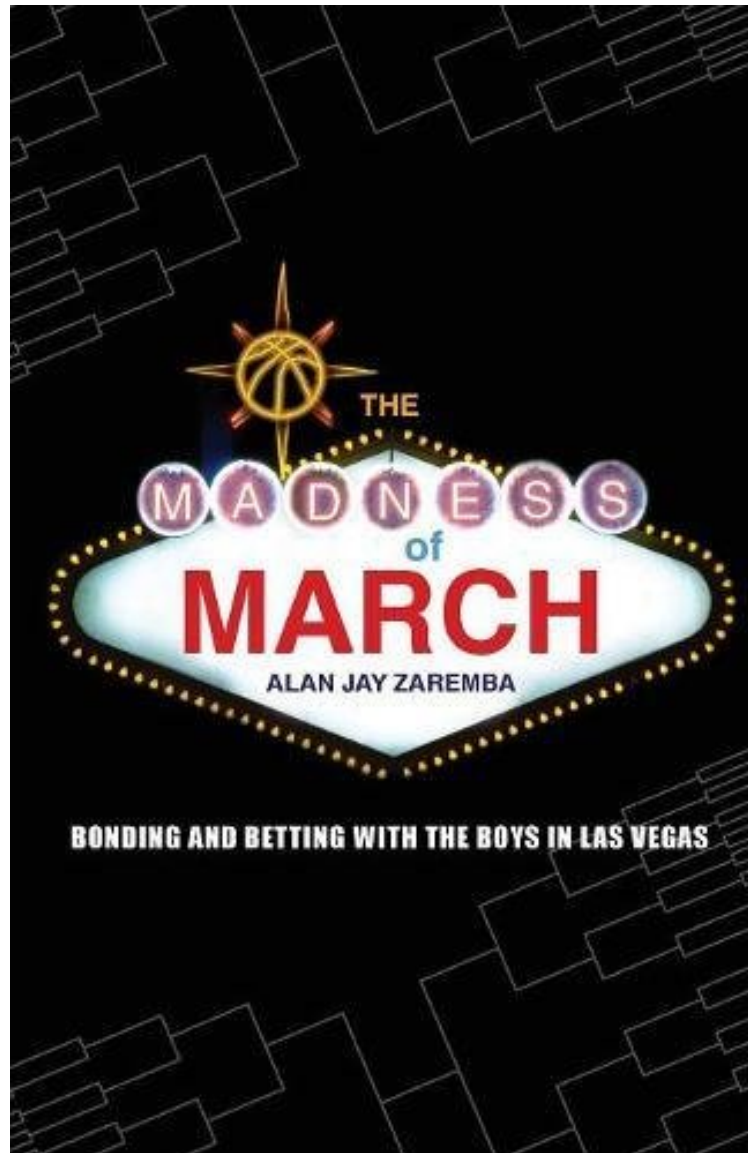


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The Madness of March: Bonding and Betting with the Boys in Las Vegas

Alan Jay Zaremba

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Alan Jay Zaremba : The Madness of March: Bonding and Betting with the Boys in Las Vegas before purchasing it in order to gage whether or not it would be worth my time, and all praised The Madness of March: Bonding and Betting with the Boys in Las Vegas:

0 of 0 people found the following review helpful. Fun Read - should have been proof read by someone that knows

VegasBy bbqguyI've been in Vegas for March Madness more often than not the last 25 years. This book is great at outlining the experience. I found myself often laughing and bringing back found memories. With that said, several times the author is just not correct with what he is describing, especially when explaining certain gambling terms. Even in his glossary he doesn't properly explain what a Teaser is and also misses in the body of the book. There are other mistakes which take away a little bit as well and leaves the reader wondering a bit about what else which can't be confirmed might also lack accuracy. This is a fun book however and I will be giving it to many friends to read.0 of 0 people found the following review helpful. Unexpected InsightsBy David C. RobinsonHaving long thought about, talked about and even planned a trip to Vegas for the first four days of "March Madness", the book's subject matter interested me.Having never actually made that particular trip to Vegas, after reading the book, I feel as though I've been there. Lots of great insights into the mindsets of men in general, sports fans and sports bettors in particular. Well-crafted and deeply researched, the book is a must for any pseudo-college basketball expert.0 of 0 people found the following review helpful. Enjoyable bookBy BrianIf you like gambling and sports, this book is right up your alley. I loved it and found it was an easy read.

Every spring, the first four days of the NCAA mens basketball tournament attracts a horde of basketball bettors to Las Vegas. From the tip-off of the tournaments first game on Thursday morning to the final whistle on Sunday, throngs of bettorsoverwhelmingly malesit in smoky casinos obsessively watching as many as forty-eight college basketball games. This book immerses readers in that action. In *The Madness of March: Bonding and Betting with the Boys in Las Vegas*, Alan Jay Zaremba travels to The Strip and gives us a front-row view of the betting culture that surrounds the frenzied first weekend of the tournament.

From BooklistThe seasonal madness of the NCAA basketball tournament played against the ongoing folly that is Las Vegas: its hard to find a more combustible admixture in sports, but Zaremba, a communications professor at Northeastern University, conveys it all with cool wit. His idea: travel to Vegas two days before the 2007 tournament and write a six-day diary of what he observes among the various casinos and their sports books, those auditoriums where gamblers (fans, really) can watch dozens of games while placing a range of bets. Zaremba cant resist laying down bets himselfhis research confirms for him yet again, for instance, that he can lose a lot of money quickly at the blackjack tableyet he is detached enough to explain how the system works and to record the events and singular characters as they reveal themselves. Although the action takes place in Las Vegas, the book makes it easy to extrapolate this subtext of March Madness playing itself out nationwide. A sleeper of a book. "The seasonal madness of the NCAA basketball tournament played against the ongoing folly that is Las Vegas: it's hard to find a more combustible admixture in sports, but Zaremba . . . conveys it all with cool wit. . . . Although the action takes place in Las Vegas, the book makes it easy to extrapolate this subtext of March Madness playing itself out nationwide. A sleeper of a book." --Alan Moores, Booklist"Alan Jay Zaremba . . . has captured the excitement, the color, the flavor and craziness of college basketball betting in Las Vegas in his new book, *The Madness of March*. . . . This book itself is like a travelogue of places, people, concepts, conspiracy theories and if Hunter Thompson were alive today, he'd embrace the author, who captures the moments and rides the roller coaster of emotions with the bettors." --Howard Schwartz, gamblersbook.com"If you've ever wondered why scads of post-college guys spend the better part of a week living on beer and hot wings while feverishly analyzing their next wager, you'll get an answer in Zaremba's book. . . . I'm not being ironic when I say that *The Madness of March* is a lock. It's an essential read for anyone who wants to get a better window on one of the more interesting gambling and sports subcultures." David G. Schwartz, dieiscast.com "Professor Alan Zaremba chronicles the scene in Las Vegas during the opening weekend of the 2007 NCAA Tournament. . . . The result is a fascinating, often humorous, look into the lives of the (mostly) men who converge on the desert every March with their "locks" and "sure thing" picks. . . . One of the best books I've read this year." --Jeff Fox, hoopsmanifesto.blogspot.comAbout the AuthorAlan Jay Zaremba received his BA from the University of Albany and PhD from the University of Buffalo. He is the Associate Dean for Undergraduate and Graduate Curricula and Research in the College of Arts, Media, and Design at Northeastern University in Boston, Massachusetts. Dr. Zaremba was the keynote speaker at the Eighth International Conference on Knowledge, Culture, and Change in Organisations.