

# **The Ugly Truth: How Incentivized Losing Undermines The Integrity Of Our Major Professional Sports**

Professional sports have always been a symbol of competition and the pursuit of excellence. Athletes devote their lives to achieving victory, pushing themselves to the limit day in and day out. However, in recent years, a disturbing trend has emerged that threatens the very integrity of our major professional sports: incentivized losing.

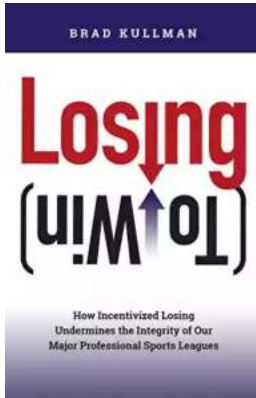
What exactly is incentivized losing? It is the deliberate act of teams or players intentionally underperforming with the aim of securing a higher draft pick, better seeding, or financial gain through future trades. This practice not only compromises the essence of fair play but also undermines the passion and loyalty of the fans who invest their time, money, and emotions into supporting their teams.

One of the most notable examples of incentivized losing can be observed in the National Basketball Association (NBA) with the concept of "tanking." Tanking occurs when teams intentionally field weaker lineups, strategically resting star players, or making poor tactical decisions to increase their chances of obtaining a top draft pick. By sacrificing the present for the future, these teams send a message that winning is secondary to future prospects.

## **Losing (To Win): How Incentivized Losing Undermines the Integrity of Our Major Professional Sports Leagues**

by Brad Kullman(Kindle Edition)

★★★★★ 5 out of 5



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|----------------------|-------------|
| Language             | : English   |
| File size            | : 568 KB    |
| Text-to-Speech       | : Enabled   |
| Screen Reader        | : Supported |
| Enhanced typesetting | : Enabled   |
| Word Wise            | : Enabled   |
| Print length         | : 222 pages |
| Lending              | : Enabled   |



While some argue that tanking is a legitimate strategy to rebuild a team, it raises concerns about the integrity of the game and its impact on fans' enthusiasm. The Philadelphia 76ers, for instance, employed a controversial strategy known as "The Process," in which they intentionally lost games for several seasons to accumulate top draft picks. While they eventually saw some success, their prolonged period of losing alienated many fans and dampened local support, affecting both attendance numbers and revenue.

Furthermore, incentivized losing has far-reaching consequences beyond the perception of specific teams. It undermines the overall competitiveness of the league, as it devalues the effort that other teams make to achieve success legitimately. When teams are rewarded for their failures, it undermines the dedication and hard work of those who strive to win every game. This creates an uneven playing field, where teams have unequal chances based on the strategic manipulation of their records.

In addition, incentivized losing not only damages the integrity of the sport but also impacts the mental and emotional well-being of athletes. When players find themselves on teams that prioritize losing for future gain, it can demoralize them

and hinder their motivation to perform at their best. This toxic environment can lead to a decline in the overall quality of play, ultimately diminishing the entertainment value for spectators.

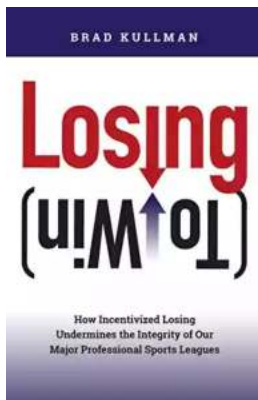
It is important to recognize that professional sports are not solely about winning or losing. The players and the teams represent their cities and serve as role models for aspiring athletes. When losing becomes incentivized, it sends a disturbing message that integrity and fair play can be compromised for personal gain. This erosion of values undermines the core principles that should be at the heart of professional sports.

In order to combat incentivized losing, measures need to be put in place to promote fair competition. One possible solution is implementing a draft lottery system that lessens the incentive for teams to intentionally lose. This strategy would ensure that even teams with poor records have a chance at securing top draft picks, without the need for deliberate underperformance. Additionally, strict penalties could be enforced against teams found guilty of attempting to manipulate outcomes or deliberately sabotaging games.

Ultimately, the integrity of our major professional sports is at stake if incentivized losing continues unchecked. It is essential that leagues, teams, and players come together to uphold the principles of fair play, sportsmanship, and the unyielding pursuit of victory. By eliminating practices that reward failure and prioritizing the integrity of the game, we can ensure that professional sports continue to serve as an inspiration to athletes and fans alike.

In summary, incentivized losing threatens to undermine the integrity of our major professional sports. Whether it is intentionally tanking for better draft picks or strategic losing for financial gain, these practices compromise fair play and the passion of fans. It is crucial that steps are taken to combat incentivized losing and

promote fair competition, preserving the values that professional sports should uphold. Only then can we guarantee the continuation of sports as a beacon of inspiration and excellence.



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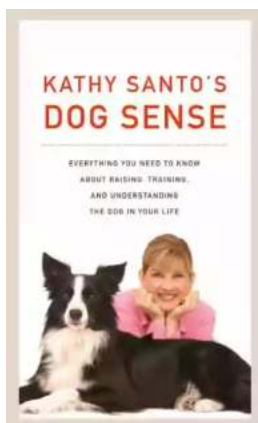


Our major professional sports leagues are in a state of crisis and everyone talks about it, but nobody is talking about it! Brad Kullman combines his experience as a high-ranking major league baseball executive with extensive study of human behavior and performance, as he frames the conversation with this compelling investigative expose that asks a critical question: What is the difference between trying to lose and not trying to win?

Everyone who follows major league sports knows that losing teams can benefit by losing more. We talk about it freely, as if it is an inherent and inseparable part of the major league game. Yet nobody is talking about how the encouragement of extreme losing provided by a backward system is damaging the integrity of play.

Kullman presents undeniable evidence based on numerous examples in which teams from each of the "Big Four" major leagues (NFL, MLB, NBA, NHL) purposely did not try to win regular season games. Teams employ this "losing" strategy in hopes of improving the team's long-term fortunes by "winning" a more advantageous position in the conceptually flawed "reverse standings" amateur draft. While league officials, team owners, pundits, and fans collectively look the other way and pretend it is not doing harm, Kullman explores how the issue of losing (to win) is undermining the integrity of play to the point that we should all be up in arms!"

"Tanking" is the art of purposely losing while giving the appearance of "trying" to win. Kullman incorporates his experience in a major league baseball front office along with his unique perspective of human understanding to examine how tanking has quietly reached epidemic levels in today's game. Most importantly, Kullman introduces an ingenious solution that can be quickly and readily implemented, which will bring integrity back to the spirit of the game and put the "compete" back in competition!



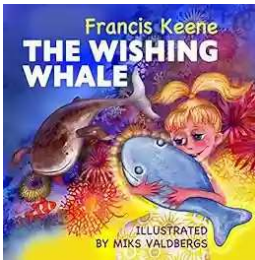
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