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The Madness of March

*Bonding and Betting
with the Boys in Las Vegas*

By Alan Jay Zaremba

\$1.95 | paperback
242 pages | 5 ½ x 8 ½
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Book Description

Every spring, the first four days of the NCAA men's basketball tournament attracts a horde of basketball bettors to Las Vegas. From the tip-off of the tournament's first game on Thursday morning to the final whistle on Sunday, throngs of bettors—overwhelmingly male—sit in smoky casinos obsessively watching as many as forty-eight college basketball games. Immersing readers in the action, *The Madness of March: Bonding and Betting with the Boys in Las Vegas* follows Alan Jay Zaremba as he travels to “The Strip” and gives us a front-row view of the betting culture that surrounds the frenzied first weekend of the tournament.

Alternating between humorous accounts of gamblers' exploits and cultural theories on sports in society, Zaremba provides an engaging analysis of the sporting ritual that such gambling has become. With forays into the history of the tournament, the background of sports betting, and a little betting of his own, Zaremba raises the question of whether this subculture of March Madness is a blessing or a curse—and what, finally, it all means.

Visit the author's Web site at www.alanzaremba.com

Visit the author's blog at madnessofmarchblog.blogspot.com



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Author Biography



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MEET THE AUTHOR

“I began traveling to Las Vegas for March Madness in 2001 after hearing about an article that listed 100 things to do before you die. One of the recommended activities was to visit Las Vegas during the first weekend of the NCAA men’s basketball tournament. Then I read a short piece in *Sports Illustrated* magazine which made the same point. I went. It was, as advertised, a unique experience; entertaining and in its own way fascinating. I skipped the 2002 tournament, but since 2003 have been visiting Las Vegas annually in March. During my third trip, it crossed my mind that the quirky characters I met these weekends represented a distinct and intriguing subculture worth studying. Consequently, in the course of enjoying the experience of March Madness as a participant, I became an observer, researcher, and note taker. I contacted Rob Taylor [Sports Acquisitions Editor] at the University of Nebraska Press with my idea for a book that would describe this subculture of sports enthusiasts. Rob was interested. We contracted for the book and I began writing *The Madness of March: Bonding and Betting with the Boys in Las Vegas*.”

ALAN JAY ZAREMBA

Alan Zaremba earned his Ph.D. from the University of Buffalo and his MS and BA from the University of Albany. He has been teaching at [Northeastern University](#) in the Department of Communication Studies since 1981. From 1976 until 1981 he was on the faculty at the State University of New York College at Fredonia.

In 2006 Dr. Zaremba’s two most recent books, *Speaking Professionally* and *Organizational Communication* were published by Thomson South-Western. His book *Crisis Communication: Theory and Practice* is scheduled to be out in December of 2009. Also, Oxford University Press will be publishing the third edition of the *Organizational Communication* textbook in the fall of 2009. In August 2008, Alan was the keynote speaker at the 8th Annual International Conference on Knowledge, Culture, and Change in Organisations held at Cambridge University.

Zaremba has received several awards for excellence in teaching. He has twice earned Northeastern University’s Excellence in Teaching Award, is a recipient of the State University of New York Chancellor’s Award for Excellence in Teaching, and in 2001 was one of two alums who received his alma mater’s Excellence in Education Alumni Award. In addition to his work in the department of Communication Studies, Alan is the academic coordinator for graduate and undergraduate programs in corporate and organizational communication in the university’s College of Professional Studies, and the coordinator for the Communication program in the department of Civil and Environmental Engineering.



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