

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Billion Dollar Basketball Player

By Sebastien Veilleux

When it comes to marketing in basketball, Michael Jordan is the best player to do it. However, he may soon move over. LeBron James is not after millions, but billions. He recognizes the explosive growth potential in China and he wants in on the action. China is one of the best growing markets in the world. The NBA has been doing their part to infiltrate the Chinese culture with more and more basketball—NBA style.

Nike has paid millions to get their advertising in Asia markets. They are paying millions more to develop the culture that warrants the buying of Nike apparel. Recently in Sapporo, Japan Nike set up shop to draw in basketball fans. The event coincided with the basketball World Championships. The event featured none other than poster boy LeBron James.

Journalists were ushered in to meet LeBron James. This was done in groups. First the Chinese journalists got their face time with King James then the Japanese journalists had their turn. This entire scene has lit up the eyes of King James, who is now set on becoming the first athlete billionaire. To make it, he's going to have to focus a good majority of attention to Asia.

The billion dollar per year industry is exploding in Asia. Retailers are sprouting up all over China. What does King James think about all this? In a recent interview, he said, "I say all the time, and I tell my friends and teammates, that you have to go global in basketball and business." Whether it's just pie in the sky talk or not, LeBron James seems very intent on trying to accomplish this goal.

LeBron James has a new company, LRMR Marketing. Asia, specifically China and Japan, are big targets for the company. They are working hard to increase LeBron's exposure before next year's Olympics in Beijing. Now you know why LeBron was so eager to join the Olympic basketball team. It was good for his business. What about Patriotism?

When asked about why he joined the team, LeBron James said, "It is only going to help my business. Once I knew the world games were going to be in Japan, I knew I was going to be on board." Rebook-Adidas is not sitting back and watching. They have their main weapon for Asia—Yao Ming. The playing field is just starting to heat up. There's even reports of LeBron James taking lessons to

learn some Mandarin Chinese.

Author's links:

<http://www.advantagesportsbetting.com>

<http://www.sportsbettingbasketball.com>

<http://www.sportsbettingbasketball.com/category/basketball-betting/>

3 Little Known Tips Of Basketball Hoop Shopping

By Richard Menzel

I've got a confession to make. I play basketball. I play it very poorly and can't make very many of the shots that I shoot at the basketball hoop. I have a feeling that I am not alone in the world at being a rather poor basketball player. However, one thing that I'm not bad at is comparison shopping. I've mastered the ancient art of comparing prices between merchants and can usually ferret out a fairly good deal with a little bit of leg work. Basketball hoops are no different than other items when it comes to shopping for them. There are some tips you should know before embarking on your journey to shop for a basketball hoop.

1)New or Used. You really might consider buying a used basketball hoop if you are interested in value. However, make sure you are buying one that hasn't been banged up too bad. Years of basketball practice can only make your rim bent and dirty. Ebay can be a great place to buy used equipment and basketball hoops are regularly for sale on Ebay.

2)Do your homework by comparing different merchant offers on different search engines and different websites. Just because something is advertised for sale on Google doesn't mean its also advertised for sale on Yahoo. Some merchants advertise their good strictly through the Amazon partners program and don't do any other advertising anywhere else. Price vary drastically and the only way you will know that you are getting a good deal is to examine what the different people are selling the same goods for on different websites. Basketball hoops are no exception.

3)Learn about the different types and styles of basketball hoops. Without the knowledge of what you are buying, points #1 and #2 are nearly worthless. Buy your hoop the right way and get a great deal on one by being an informed consumer. Learn how to buy a basketball hoop and you can guarantee that you got a better deal than everyone else.

Tim Jeffries is author of "The Basketball Hoop Guide." Get your copy at

<http://www.basketballhoopers.com>

.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!