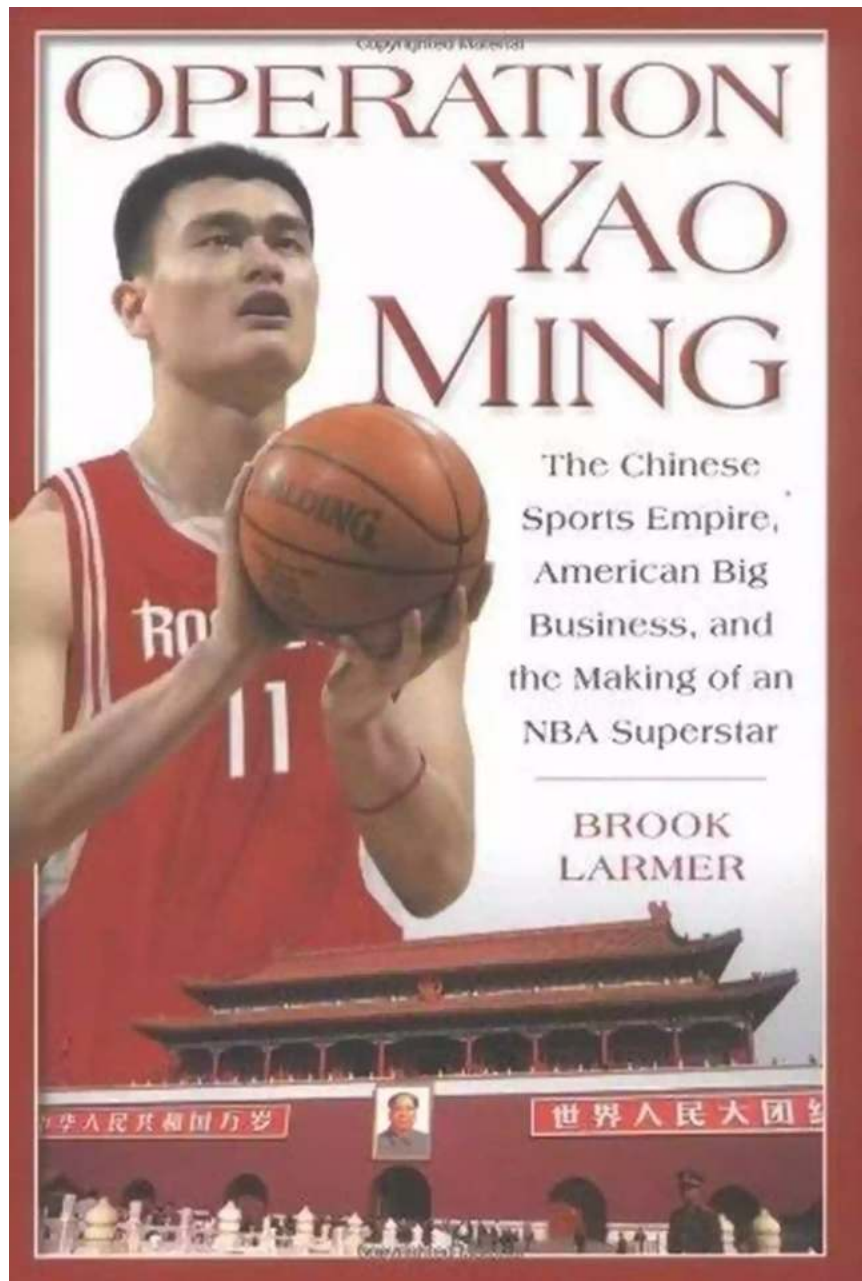


The Chinese Sports Empire: American Big Business And The Making Of An NBA Superstar

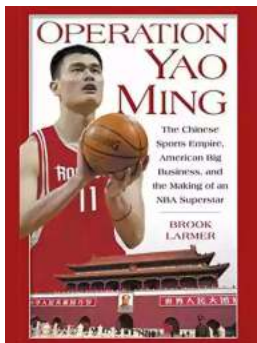


China, with its massive population and growing middle class, has become a major player in the world of sports. One particular sport that has captivated the

Chinese audience is basketball, and the NBA has seized the opportunity to cultivate a loyal fanbase in this lucrative market. With the rise of Yao Ming in the early 2000s, the NBA's popularity skyrocketed in China, paving the way for a new era of Chinese basketball players. This article explores the Chinese sports empire, American big business, and the making of an NBA superstar.

The Rise of Yao Ming and the NBA's Entry into China

In 2002, the Houston Rockets selected Yao Ming as the first overall pick in the NBA Draft. Standing at 7'6" tall, Yao became an instant sensation in China and a beacon of hope for aspiring basketball players. His success on the court, combined with his affable personality and intelligence, made him the perfect ambassador for the NBA's expansion into China.



Operation Yao Ming: The Chinese Sports Empire, American Big Business, and the Making of an NBA Super star by Brook Larmer(Kindle Edition)

★★★★☆ 4.2 out of 5

Language : English
File size : 1153 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 352 pages



Yao's arrival in the NBA marked the beginning of an unprecedented wave of Chinese interest in basketball. The NBA quickly recognized the potential of this untapped market and began actively marketing their product to Chinese fans.

Television networks broadcast NBA games, merchandise flooded the market, and teams embarked on annual exhibition tours to China.



The NBA's Business Ventures in China

Expanding into China not only meant gaining a passionate fanbase but also tapping into a massive consumer market. The NBA adopted a multi-faceted approach to solidify its presence in China. It signed lucrative television deals with

Chinese networks, established training academies to develop young talent, and partnered with local businesses to promote the sport.

The NBA's biggest breakthrough in China came when it struck a partnership with the Chinese tech giant, Tencent. The collaboration allowed Tencent to stream NBA games online, giving millions of Chinese fans access to live games, highlights, and exclusive content. This move revolutionized how Chinese fans consumed NBA content and further solidified the league's dominance in the Chinese sports market.

The Making of an NBA Superstar

Yao Ming's success paved the way for a new generation of Chinese players aspiring to make it to the NBA. Young talents started training in basketball academies, hoping to follow in Yao's footsteps and become the next Chinese basketball sensation.

The journey to NBA stardom, however, is not an easy one. It requires a combination of talent, dedication, and the right opportunities. The NBA, with its vast resources and scouting networks, actively seeks out promising young players from around the world, including China.



Once a Chinese player catches the attention of NBA scouts, they often enter the league through the draft or sign as free agents. This transition exposes them to a completely different level of competition and helps shape them into potential superstars. The NBA's rigorous training programs, world-class coaching, and exposure to elite competition are crucial in developing these players into stars.

A Global Marketplace for Chinese Players

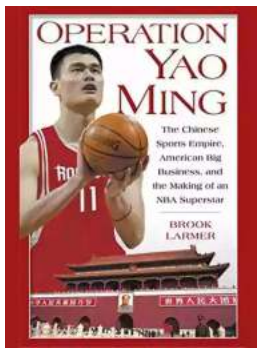
The influx of Chinese talent into the NBA not only benefits the players themselves but also creates a vast export market for the league. Chinese basketball fans are avid supporters of their homegrown talent, and their favorite players' success in the NBA only fuels their passion for the sport. This has opened doors for the NBA to expand its reach in China, capitalizing on the growing popularity of Chinese players.

Furthermore, NBA teams have recognized the financial potential of Chinese players. These players serve as valuable marketing assets, attracting Chinese sponsors and investors. Their presence on NBA rosters enhances teams' global appeal and creates lucrative endorsement opportunities, both in the United States and China.

The Future of Chinese Basketball in the NBA

With the success of Yao Ming and the continued growth of Chinese basketball, the future of Chinese players in the NBA looks promising. The NBA's investment in China, coupled with the growing talent pool, ensures a steady stream of Chinese players making their mark in the league. This not only strengthens the NBA's position as a global sports powerhouse but also cements the Chinese sports empire as a force to be reckoned with.

The Chinese sports empire and the NBA's expansion into China have transformed the landscape of basketball. Through the rise of Yao Ming and the subsequent influx of Chinese talent, the NBA has successfully tapped into the vast potential of the Chinese market. This mutually beneficial relationship has not only created NBA superstars but also solidified the NBA's status as a global sports entity. As Chinese players continue to make their mark, basketball fans around the world can expect to witness the continued growth of the Chinese sports empire within the NBA.



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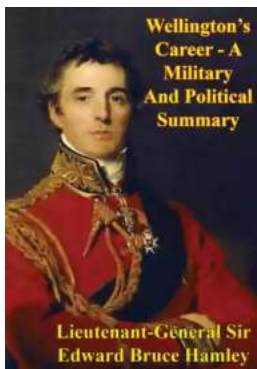
The riveting story behind NBA giant Yao Ming, the ruthless Chinese sports machine that created him, and the East-West struggle over China's most famous son.

The NBA's 7'6" All-Star Yao Ming has changed the face of basketball, revitalizing a league desperate for a new hero while becoming a multimillionaire pitchman for Reebok and McDonald's. But his journey to America—like that of his forgotten foil, 7'1" Wang Zhizhi—began long before he set foot on the world's brightest athletic stage.

Operation Yao Ming opens with the story of the two boys' parents, basketball players brought together by Chinese officials intent on creating a generation of athletes who could bring glory to their resurgent motherland. Their children would have no more freedom to choose their fates. By age thirteen, Yao was pulled out of sports school to join the Shanghai Sharks pro team, following in the footsteps of Wang, then the star of the People's Liberation Army team. Rumors of the pair

of Chinese giants soon attracted the NBA and American sports companies, all eager to tap a market of 1.3 billion consumers.

In suspenseful scenes, journalist Brook Larmer details the backroom maneuverings that brought China's first players to the NBA. Drawing on years of firsthand reporting, Larmer uncovers the disturbing truth behind China's drive to produce Olympic champions, while also taking readers behind the scenes of America's multibillion-dollar sports empire. Caught in the middle are two young men—one will become a mega-rich superstar and hero to millions, the other a struggling athlete rejected by his homeland yet lost in America.



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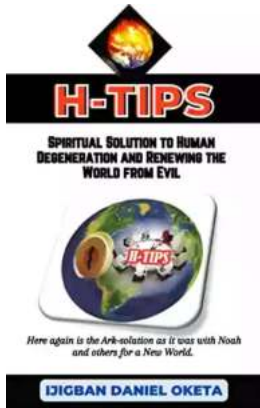
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