

Foreword

If you are an NBA team reading this foreword, please move on to the next book in your pile. There is nothing to see here. Move along ... we're walking, we're walking ... I repeat, NOTHING TO SEE HERE!

Are all the NBA teams gone? OK, down to business.

Bill Simmons, are you still reading? If so, you are about to be a happy man. You know how you said you wanted access to all the interesting analysis teams are doing? This book has it. While I am sure you will quibble with some of the findings (your beloved Allen Iverson does not fare well), anyone who reads what Brad and Kevin have put together cannot help but come out a smarter fan on the other end.

I think this is the part in the foreword where I am supposed to come up with a grand connecting thought on how data is revolutionizing sports and the NBA is the latest part of the trend. Sorry, but I am having too much fun watching and analyzing basketball to figure out where it is all headed. All I know is every day we

try to make the right decisions, we are pretty sure that we are going to make many wrong decisions and we hope data and analysis will help us avoid a few.

You would not expect it, but I think data and analysis makes it more exciting to be a fan. Jeff Van Gundy, our former coach, is my favorite broadcaster on TV and consistently gets kudos for the fantastic job he does. One key to his success is that every time you tune in and listen to him you learn something you did not know before. This book is like that. Every time you read part of this book your enjoyment of the game will go up because it will teach you to look for the things that really determine whether a team is going to win or lose on a given night.

Basically, if you consider yourself a basketball fan and you are not reading this book, then you ought to turn in your serious fan credentials.

Enjoy!

*Daryl Morey
General Manager
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