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onFriday, 6 November 2015. The Economics of Professional Road Cycling – Sports Economics, Management and Policy 11, edited by Daam Van Reeth and Daniel Joseph Larson. Money makes the wheels go round and this collection of academic papers is a study of the business and economics of pro cycling covering topics from revenue sharing to exploring how many, or rather how few, actually watch the sport on TV as well as the Game Theory of breakaways versus the peloton.

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Although cycling races are usually won on an individual basis, professional road cycling is a sport practiced in teams. This chapter focuses on cycling team ' s finances which are in at least three ways very different from the finances of teams in most other sports. First, although cycling teams operate like small businesses, according to the rules of the

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International Cycling Union (UCI) they are not run for profit.

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