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The Sportsmavericks Show©

Tues 5 PM PT

June 22nd 2010: TIGERNOMICS : Is Tiger Too Big To Fail? The Brand Machine Behind the Man. The Fallout, Shake-up and the Repositioning of his machine - Special Encore Presentation!

The New Yorker branded him a : "Cheat." Accenture drops him as a spokesperson and says, "Tiger doesn't represent the person we want behind our brand." Psychologist say he is a "Sex Addict," and Jack Nicholson says, "Tiger alleged affairs are "None of my Business." The Golf industry is in shock as Tiger announces an "indefinite break," from golf to work on being a better husband and father. TV networks already know what that means without Tiger, a recession in the Golf Industry and reduced TV revenues in an industry that is already suffering and losing converts. "Tiger" represents a \$100 bil

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