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# Thirty Games Out and Sold Out For Months! An Empirical Examination of Fan Loyalty to Two Major League Baseball Teams

*Denny Bristow, Kenneth  
Schneider, Richard Sebastian*

## Abstract

The study focused on the measurement of fan loyalty to two Major League Baseball

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### Thirty Games Out a...

*Bristow, Schneider,  
Sebastian*


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teams -- the Chicago Cubs and the Arizona Diamondbacks. Fans of each of the teams were surveyed and the level of team loyalty exhibited by the two



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