

Lebron effect essay

Sport & Tourism



**ASSIGN
BUSTER**

Back in 2010 Lebron James was under a great deal of scrutiny for being one of the best players in the NBA, but not being able to win a championship after seven years with the Cleveland Cavaliers. Lebron was not happy with Cleveland's front office and the fact that they could not obtain any star players to play alongside Lebron for seven years. So when Lebron's contract expired at the end of 2010 he decided to explore his options and test his market value. He got an enticing offer from the Miami Heat to play with two all-star caliber players in Dwayne Wade and Chris Bosh.

He took Miami's offer and took his talents to Miami as he said at a press conference. For Lebron James, signing with the Miami Heat resulted in positive changes for him such as a larger market to make more money, better teammates to take some of the work load off him, and the opportunity to win more championships. Moving from Cleveland, Ohio to Miami, Florida gave Lebron a more lucrative market to make more money in. In comparison to Cleveland, Miami is a more exciting place with an active nightlife, more enjoyable weather and more money invested into the area.

He dwells in a large market in Miami where he already has endorsements and contracts with companies. Since he came into the NBA, specifically, Nike and Lebron have built a relationship that has created innovative basketball products and captivating campaigns. In 2010 when he signed with the Heat he released his current version of his signature shoe, the Zoom Lebron VI, was the best-selling version of his shoe up to that 2010 date. An immediate example of how he is able to make more money in the larger and more lucrative Miami market.

Lebron took less money to play with a higher caliber of players in Dwayne Wade and Chris Bosh. He now plays with players that produce more than any player that he ever played with in Cleveland. Lebron was and is the leading scorer on both the Cavaliers and the Heat. While Lebron was scoring just under 30 points a game with the Cavaliers. The second leading scorer on the Cavaliers was Antawn Jamison with 18.9 points per game. That is a large gap in production and it forced Lebron to take it upon himself to win games.

In 2010 - 2011 season Dwayne Wade averaged 25.5 points per game. Lebron averaged only 1.2 points more than Dwayne with 26.7 points per game. Lebron having someone to share more of the work load with creates more equality production wise and more chemistry between him and his teammates. Overall it equates in more production overall and after their second year together they were able to win a championship. Lebron plays with better teammates and in a larger market, now he has everything he wanted in a NBA team. That motivates him and will be the fuel to lead his team to the opportunity of winning more championships.

He is able to produce more statistically in other ways than just points. Such as in assists, Field goal percentage, rebounds, and the tangibles like boxing out, and setting picks for other players. He has proven to be the leader of the team, a position where he feels most comfortable. But instead of him being the leader and not having a team to trust and play with, like in Cleveland. He is now the leader of an elite top quality team in the NBA while being one of the top players in the NBA. That gives Lebron and the Miami Heat the opportunity to win more championships.

Lebron was a great player on a terrible team but now he is a great player on a very good team. That is the key difference in moving to Miami for Lebron. He struggled with being one of the best but playing with some of the worst teammates in the NBA. Now he has the chance to make a lot of money by selling his line of signature products, win a lot of games with better teammates and win more championships due to his new found motivation. Overall Lebron's move to Miami resulted in positive changes for him.