

Notre Dame Business

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ND Business Home | Feature Articles | College News | Taking Stock | Past Editions | Web Only Features | Contact

ing.....	181-193, 192
al Science.....	194
ny.....	202
opology.....	206
.....	152, 209-215
n Studies.....	217
logy.....	228-238
siness Administration.....	239-242
siness Communication.....	243
hemistry.....	244-283
Computer Science and Telecom.....	281-294
Economics.....	153, 359-367
Education.....	368-382
English.....	383-397
English Language Program.....	398
Environmental Science.....	399
Finance.....	416, 715-719
French.....	

IN THIS ISSUE:

This space acts as a shortened editor's note. Much like the letter on page two of the magazine. It welcomes visitors to the site and describes the type of content they can expect to encounter in the issue. It also serves as an introduction to the lead article.

WHAT LIES BEYOND: Managing in a Global Economy

This area serves as a teaser fo the feature article. Place some text here describing the story and what it is about in greater detail.

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HOME PAGE

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WHAT LIES BEYOND: Managing in a Global Economy

Place some text here describing the story and what it is about in greater detail.



MAJESTICS SWEEP THE SERIES!

Small family-owned company beats out Nike, Russell and Reebok for exclusive MLB contract.



ESSAY: The Pursuit of Happiness Reconsidered

Place some text here describing the story and what it is about in greater detail.

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INTERIOR PAGE

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MAJESTICS SWEEP THE SERIES!

Small family-owned company beats out Nike, Russell and Reebok for exclusive MLB contract.

by Elizabeth Station
(PRINTER FRIENDLY VERSION)

Whenever a big-name baseball player signs with a major league team, the image that makes the front page of the sports section and the top of the evening news is always the same. At a crowded press conference, engulfed by reporters and photographers, the athlete smiles through a blaze of flashbulbs and holds up—what else—his brand new jersey.

Majestic Athletic Wear Limited, a thirdgeneration family business headed by father and son Notre Dame alumni, will soon play a part in that story every time it's told. Beginning with the 2005 season, Majestic will hold the exclusive rights to supply on-field uniforms to all 30 major league baseball clubs. The small Pennsylvania-based company will also become the sole producer of lucrative MLB replica jerseys and other officially licensed fanwear for the next five years.

TEXT ARTICLE PAGE