

Most Memorable Bloopers



Winning in sports doesn't always translate to business success. A few notable whiffs:



The Star: Lenny Dykstra

The Play: Luxury lifestyle brand

The three-time All-Star Mets outfielder launched *The Players Club*, a glossy magazine and concierge service aimed at pro athletes. Mismanagement and reckless spending, though, culminated in a six-month prison sentence for bankruptcy fraud, grand theft, and a host of other charges.



The Star: Stephon Marbury

The Play: Super-inexpensive kicks

The Coney Island hoops sensation turned NBA flameout launched the Starbury brand of dirt-cheap sneakers, an alternative to pricey Air Jordans. In what *Planet Money* described as a classic "price-signaling problem," in 2008, just two years after launching, the nascent enterprise liquidated.



The Star: Dan Marino

The Play: Holographic rap concerts

The NFL Hall of Fame signal caller took a painful sack in 2012 after pouring \$14.5 million into Digital Domain Media Group, which famously produced the holographic Tupac Shakur Coachella performance. Valued at \$400 million when it went public in 2011, the company soon after filed for bankruptcy.