

# The business of Golf...hypocrisy



by Bill Corden

**What'sisface PGA commissioner** Monahan has been on all of the networks telling us that he "owns" the disgusting mistakes he has made, yet this "owning of the problem" doesn't seem to come with any penalty.

In their world you can get away with any sleazy decision if you admit to owning. Does it mean; I own up, I confess, I was wrong, it was a terrible decision?

No, it just means that you're prepared to ride out the furor and you don't have to answer for ditching any of the stances you had taken up to that point.

The players who took a stand because of the Saudi's policies (hyped beyond reality I might add) have been made to look like fools but Monahan, your stereotypical American executive, along with the backroom power brokers, thinks that they can be bought off and that they can spin the insult to the 9/11 families.

Lance Armstrong used the phrase "I own it" many times in his post confessional and many sponsors came back to him. Many of the sponsors who wouldn't even let the word LIV be spoken on TV will have rear view mirror blindness once the deal is crystallized, proving that there's no such thing as a corporate conscience. Monahan knows this of course.

Corporations can't have a conscience because they're not human entities.