



WNYC News

Analysis: Can the A-Rod Brand Survive This Latest Curve Ball?

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By [Colby Hamilton](#)



And there's A-Rod himself. ((Kathleen Horan/WNYC))

A-Rod has found himself at the center of Major League Baseball's latest doping investigation. He denies the accusation that he used banned steroids during the Yankees' 2009 World Series run and, possibly, as recently as last season. And now he's taking steps like so many embattled athletes before him to preserve his legacy. But is it too late?

"His brand was pretty tarnished to begin with," said Dany Berghoff, of 21 Sports and Entertainment Marketing Group. "He doesn't seem to have had a remorse factor."

Berghoff joins WNYC's Amy Eddings to talk about whether A-Rod "the brand" can survive this latest curve ball.

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