



Managing Sport Business: An Introduction (Foundations of Sport Management)

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Contemporary sport is both a sophisticated and complex international business and a mass participatory practice run largely by volunteers and community organizations. This authoritative and comprehensive introduction to the theory and practice of sports management helps to explain the modern commercial environment that shapes sport at all levels and gives clear and sensible guidance on best practice in sports management, from elite sport to the local level.

The book is divided into three sections. The first examines the global context for contemporary sports management. The second explores the key functional areas of management, from organization and strategy to finance and marketing, and explains how successful managerial techniques can be applied in a sporting context. The final section surveys a wide range of important issues in contemporary sports management, from corporate social responsibility to the use of information and communication technologies. Together, these sections provide a complete package of theory, applied practical skills and a state-of-the-art review of modern sport business.

With useful features included throughout, such as chapter summaries and definitions of key terms, and with each chapter supported with real-world data and examples, this book is essential reading for all students of sport management and sport business.



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