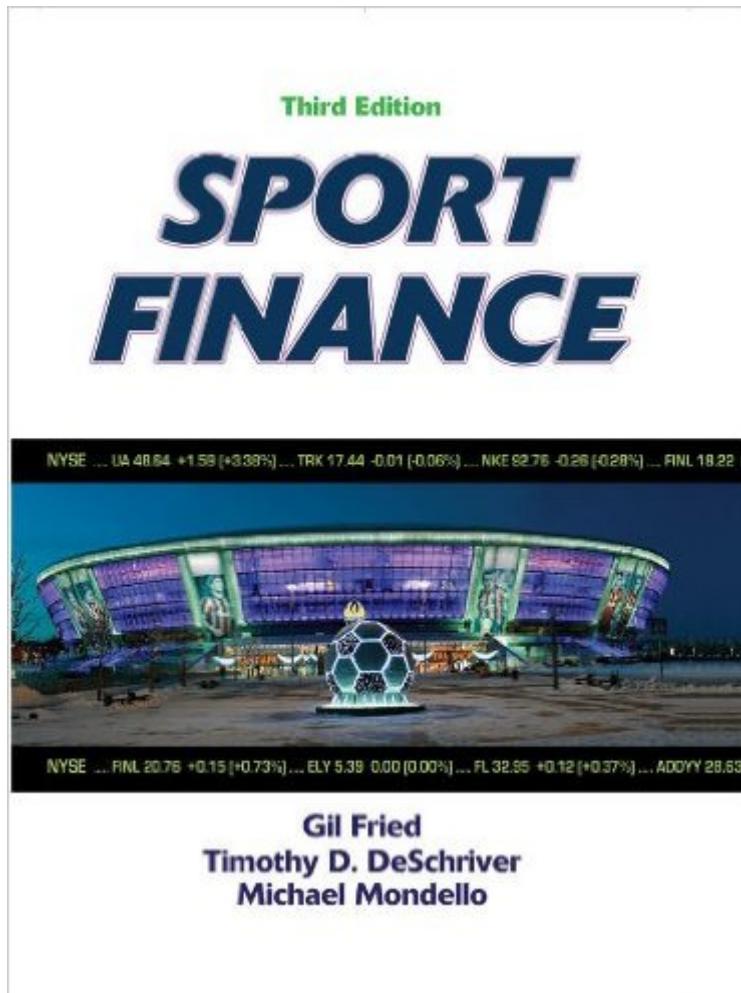


The book was found

Sport Finance



Synopsis

Sport Finance, Third Edition, grounds students in the real world of financial management in sport. Thoroughly updated to address the challenges facing today's professionals, this text engages students with a practical approach to traditionally difficult financial skills and principles. This edition of Sport Finance contains several new chapters and a greater emphasis on practical applications to better prepare students for the challenges they will face in the industry. New coauthor Mike Mondello brings additional financial expertise and practical knowledge to the expert author team, ensuring strong coverage of issues critical to the field. A new Budgeting 101 chapter provides a strong foundation for students to build on before delving into the influences on finance, capital structuring, financial management, and profits and losses. The final section of the text is completely new and covers current issues affecting the sport industry. Readers will learn how various sport entities are dealing with the effects of recession and analyze the unique issues that affect various segments of the industry. A comprehensive case study in the last chapter encourages students to apply their knowledge as they explore the various revenues, expenses, and other financial issues of a Division II athletic department over the course of a year.

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Customer Reviews

Great book, enjoying it. Covers a lot about sports finance, good examples, definetly not boring. Great pick up if you are a sports fan

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Excellent financial overview

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