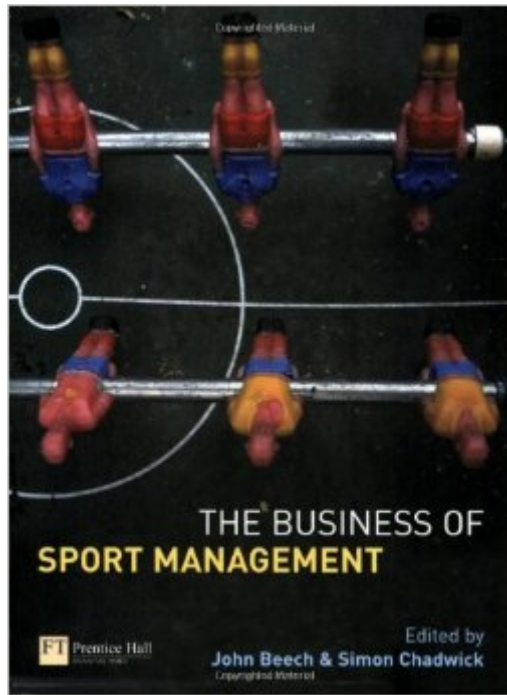


The book was found

Business Of Sport Management



Synopsis

The scale and importance of the lucrative sport industry demands quality business professionals. This ground-breaking new book equips the manager and future manager of sport organisations with the tools they need to deliver. The Business of Sport Management is ideal for students of sports management on programmes of leisure studies, sports studies and business studies. Written and contributed to by leading academics and practitioners in UK, Europe and Australia it is also of great interest to practitioners working in sport businesses. Blending both theory and practice The Business of Sports Management looks at the distinctive context of sport organisations. It then looks at management theories and practice within the functional areas such as finance, human resource management and marketing. Finally it considers contemporary issues of importance such as sponsorship and endorsement, risk management and the media. Set in an international environment the authors have been careful to choose stimulating examples from a wide variety of sports.

Book Information

Paperback: 526 pages

Publisher: Financial Times Management; 1 edition (December 31, 2004)

Language: English

ISBN-10: 0273682687

ISBN-13: 978-0273682684

Product Dimensions: 7.5 x 0.8 x 9.8 inches

Shipping Weight: 2 pounds

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #1,462,705 in Books (See Top 100 in Books) #139 inÂ Books > Business & Money > Industries > Sports & Entertainment > Park & Recreation #2308 inÂ Books > Business & Money > Industries > Hospitality, Travel & Tourism #4246 inÂ Books > Textbooks > Business & Finance > Management

Customer Reviews

The book arrived in excellent condition. The material in the book is very comprehensive and it is great for sports management majors.

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