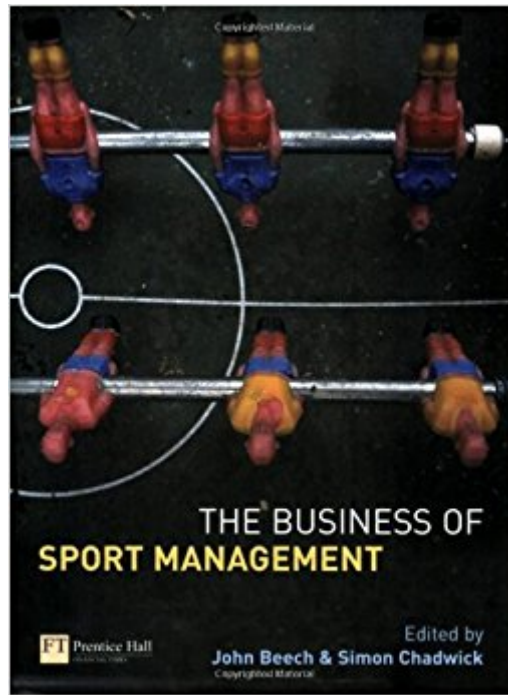


The book was found

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 stars [See all reviews](#) (1 customer review)

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

[Download to continue reading...](#)

Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage

Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Fundamentals of Sport Management (Human Kinetics' Fundamentals of Sport and Exercise Science) Media Relations in Sport (Sport Management Library) Why Would Anyone Do That?: Lifestyle Sport in the Twenty-First Century (Critical Issues in Sport and Society) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Business of Sport Management Project Management: 26 Game-Changing Project Management Tools (Project Management, PMP, Project Management Body of Knowledge) Agile Project Management: Box Set - Agile Project Management QuickStart Guide & Agile Project Management Mastery (Agile Project Management, Agile Software Development, Agile Development, Scrum) Agile Project Management: An Inclusive Walkthrough of Agile Project Management (Agile Project Management, Agile Software Development, Scrum, Project Management) Sport Facility And Event Management Principles And Practice Of Sport Management Contemporary Sport Management-5th Edition With Web Study Guide Financial Management in the Sport Industry Contemporary Sport Management, 5E Contemporary Sport Management With Web Study Guide-4th Edition Facility Management for Physical Activity and Sport Sport Facility Management: Organizing Events and Mitigating Risks A Career with Meaning: Recreation, Parks, Sport Management, Hospitality, and Tourism Applied Sport Management Skills-2nd Edition With Web Study Guide

[Dmca](#)