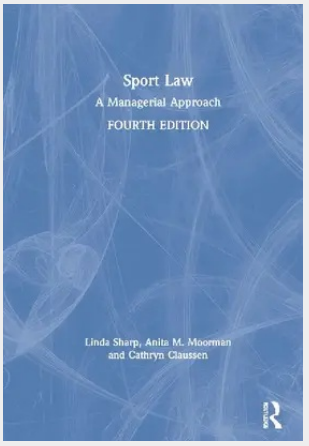
Moorman

Sport Law

A Managerial Approach



Now in its fourth edition, this text is still the only sport law textbook to introduce sport legal studies from a management perspective and integrate legal strategies to gain a competitive advantage in business. Acknowledging that students understand legal concepts better when they are tied to real sport management practice, the book is organized around the core management functions. It provides concise explanations of key concepts, as well as current industry examples and legal cases, and gives the student all the legal knowledge they need to become confident and effective professionals in sport management, recreation, or sport education. This new edition includes additional contributions from leading sport law educators and practitioners, and has expanded coverage of important contemporary issues including: · Sports injury and concussion litigation · Impact of Covid-19 on events and leagues · Gender discrimination, disability discrimination, sexual harassment, #metoo, and USWNT pay equity · Intellectual property, licensing agreements, publicity rights, social media influencers, and digital privacy · Student-athletes and marketing rights · Sport gambling and state regulation · Athlete activism, employee free speech, and collective bargaining · Olympic and Paralympic restructuring · NCAA Division 1 Coaches Contracts The book contains useful features and ancillaries to help with teaching and learning, including managerial context tables, case opinions, focus cases, strategies for competitive advantage, discussion questions, and learning activities. It is an essential text for any course on sport law or recreation law, an invaluable supplement to any course on sport business and management, and an important reference for all sport management practitioners. Online resources include a variety of exam questions for each chapter, featuring multiple choice, true or false, short answer exam questions and short essay questions, and a sample syllabus.

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272,60 €
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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367338480
Medium: Buch
ISBN: 978-0-367-33848-0
Verlag: Routledge
Erscheinungstermin: 29.12.2020
Sprache(n): Englisch
Auflage: 4. Auflage 2020
Produktform: Gebunden
Gewicht: 1533 g
Seiten: 756
Format (B x H): 183 x 260 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)