

Strategic Sports Event Management

This book provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to community sport. Introducing key theory and best practice, it offers a practical, step-by-step guide to planning, organizing, managing and evaluating events. Now in a fully revised and updated fourth edition, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and the long term. It uses international case studies in every chapter, from the NBA and NFL to Formula 1 and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of several Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including: - sports organizations, such as the IOC, FIFA and World Athletics, and their interactions with event partners, the media and promoters - short-term and long-term benefits of the planning process - event impact and legacy - operational functions, including finance, ticketing, transport, venues, IT, human resources and security - marketing and communications, including social networking and new media - the bidding process - research and evaluation This new edition includes expanded coverage of digital and social media, the social impact of events, sustainability, security, entrepreneurship, employability and much more. It is an essential text for any sports event course and invaluable reading for any student or practitioner working in sport business, sport management, sport development or event management. The textbook is supported by useful online resources, including additional case studies and exam questions for each chapter.



118,90 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367494667

Medium: Buch

ISBN: 978-0-367-49466-7

Verlag: Routledge

Erscheinungstermin: 19.11.2021

Sprache(n): Englisch

Auflage: 4. Auflage 2021

Produktform: Kartoniert

Gewicht: 721 g

Seiten: 418

Format (B x H): 170 x 244 mm

