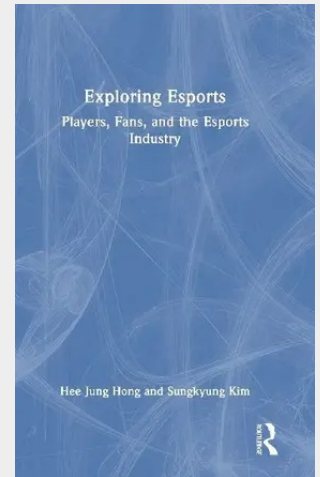


Exploring Esports

Players, Fans, and the Esports Industry

This fascinating new book lifts the lid on the rapidly growing esports industry to examine its human dimension, exploring the career paths, performance, and wellbeing of esports players, as well as the marketing, media, and venue strategies that can keep fans engaged across the life course. The book introduces the fundamentals of esports for the reader who may not have prior knowledge, including key concepts and terminology. This book draws on recent research from psychology, high performance, business, and management. It explores key issues in contemporary esports, including skill development, health and fitness, career transitions, live streaming, sponsorship, consumer behaviour, and social identity in esports. Furthermore, the book examines special populations within the esports community, from parents of esports players to older adults. Every chapter opens with a thought-provoking question and contains real-world case studies from around the world. Offering a unique set of perspectives on esports and adding depth to the reading list for any esports course, this is essential reading for any student, researcher, or practitioner looking to better understand the esports industry.

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