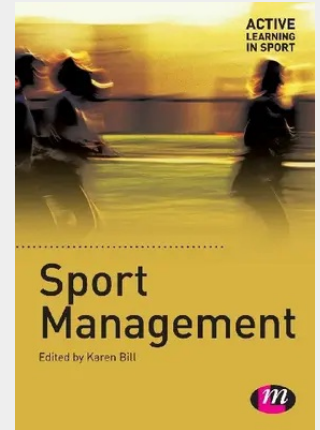


Bill

Sport Management

This is a core text for all those on Sport Management and Sports Studies courses. It examines both traditional business elements and the new functional areas of management in sport. Key chapters on marketing, finance, entrepreneurship, and event management are included, and the book as a whole provides a critical understanding of the complex and dynamic relationship between sport, business and management. The reader is supported through accessible theoretical explanation, real-life examples and case studies, learning activities and guidance on further study.

The most learner-friendly introduction to sport management ever published for students in higher education.



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