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 Strategic Management in Sport
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Marketing and Football Taylor & Francis

In a sporting world dominated by media and money, an understanding of sport branding is an essential skill for any sport manager. Success means being able to 'brand' – and therefore differentiate – a sport club, player, code, or event in a highly competitive entertainment market. For anyone seeking to understand or manage sport, this book offers an immediate and salient insight into the complex and dynamic process of creating a powerful sport brand. The book explains how a sport brand goes beyond just an identifying badge, reinforced by a name or a logo that helps sport consumers recognise a product or an organisation. It reveals how a brand becomes linked with consumers' opinions and perceptions of a sport product and the organisation that owns it. Readers will learn how to create a powerful brand that has both recognition in the market and strong associated imagery, by imbuing it with a spirit of the past through appeals to tradition, by endowing it with human qualities of emotionality, thought, and volition, and through the use of characters, colours, texts, and symbols. It also provides a brief guide to the new domains of digital sport branding and social media. Concise, informative, and entertaining, this is an essential resource for anyone exploring or practising the business of sport.

Fundamentals of Sport Management Human Kinetics

Coaching for Sports Performance provides a practical overview of the many disciplines necessary to be an effective coach. Using experts from across the sports science fields, this book teaches readers the core concepts in a practical, easy to understand style, separated into four sections. Part I explains the fundamentals of effective coaching including the development of coaching philosophies, best practices for coaching effectively, how athletic technique matures, and what coaches can and cannot do in specific health-related situations. Part II provides practical ways to improve athletic performance where readers learn the fundamentals of biomechanics and how to use technology to analyze performance, the physiological functions and adaptations to exercise, how the body can be physically trained and properly fueled, and mental strategies to optimize athletic outcomes. Part III introduces the business side of coaching, the important responsibilities involved in sport management, and practical methods for marketing as well as working with the media. Last, Part IV offers specific strategies for coaching across age and skill levels. Chapters are split into youth and high school, collegiate, and professional athletes, and the nuances of coaching each level are explained. Being called "Coach" is an honor, but with this title comes the responsibility of being professional, knowledgeable, and effective. Coaching for Sports Performance provides the platform for becoming a successful coach and assisting athletes in achieving their potential. Coaching for Sports Performance provides a practical overview of the many disciplines necessary to be an effective coach.

Effective Partnerships in Sports, Arts and Events Human Kinetics

Fundamentals of Sport Marketing Fitness Information Technology

Globalized Sport Management in Diverse Cultural Contexts McGraw Hill Professional

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Sport Management Education Emerald Group Publishing

The book addresses issues relating to market research applied to the sports business. It aims to cover both theory and practice, targeting students, academics and sports clubs and organisations.

Sport Management Human Kinetics

Understanding Sport Organizations provides a strong foundation in organizational theory and organizational behavior and addresses how that theory is applied in a real-world context. It engages readers by providing opportunities to discover the theory in practice.

The Ultimate Guide to Sports Marketing Routledge

Sports marketing is heralded as one of the most prestigious, exciting, and popular fields in contemporary marketing. The number of related programs in colleges and universities has exploded, and companies tied with sports marketing handle thousands of avid career hopefuls each year. The Ultimate Guide to Sports Marketing is the first book to go behind the scenes and outline a strategic, integrated approach to effective and innovative sports marketing. Completely revised and repackaged to provide detailed strategies on entering the sports marketing field, acquiring funding, managing event logistics and more, this comprehensive guide covers a wide range of topics including: - Use of the Internet as a sports marketing tool - Negotiations and contracts with sponsors and suppliers - Specifics of licensing deals

A Global Perspective Routledge

This new edition of a widely adopted textbook equips students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice. Content specific to each of the vital stakeholders in the sport business is included. Foster, O'Reilly and Dávila present a set of modular chapters supported with international examples. Supplementary materials available to instructors include mini-cases, full case studies, activities, in-class lecture materials and exercises to help students apply the decision-making approach to real-world situations. The book includes content about sport organizations, such as the Olympic Games, FIFA World Cup, the European Premier Leagues and Major North American Professional Sport Leagues. Stanford cases are updated for the second edition and entirely new chapters cover the latest topics, including esports, sports gambling, fantasy sports and crisis management. This is an ideal textbook for upper-level undergraduate and postgraduate students of sports business and management.

Global Perspectives and Implications for Practice Academic Internet Pub Incorporated

"Fundamentals of Sport Marketing" has long been the premier textbook in its field, and this updated, expanded fourth edition once again delivers superior content for aspiring sport marketers. As the most contemporary, comprehensive text of its kind, Fundamentals of Sport Marketing, 4th Edition, is a must-have resource for current data, trends, and concepts critical to success in the ever-changing world of sport. Students just beginning to explore their options in the sporting industry will gain a firm foundational understanding of sport marketing principles and strategies. As they explore the text, they will encounter a broad range of topics, including in-depth analyses of marketing mix components, media relations in sport, and use of licensing and logos in the sport industry. A brand-new chapter covers social media and its increasing impact on sport marketing. The authors, Dr Brenda Pitts and Dr David K Stotlar are internationally well-known experts in the sport industry. Their extensive experience both consulting and working in the field allows them to share their unique insights with the newest generation of sport marketers.

Foundations of Sport Management Routledge

This is a fundamental text for the study of sport history. It answers the 'why,' 'how,' and 'what' questions, introducing the key principles and practices of sport history and walking the reader through the fascinating stories, debates, issues, and national and international narratives that constitute the history of sport. The book provides an overview of the field and the various professional roles assumed by practitioners, such as researchers, academics, and public historians. It is brief, crisp, and to the point. The main general topics of interest within the field – gender, race, nationalism, religion, sport and leisure, and megaevents – are covered with introductory vignettes, stories of interest, a wide variety of theoretical frameworks, and relevant historiography in the most current and timely text of its kind. Each chapter provides a list of further readings for more in-depth

study. Students are taught how to conduct research and present their findings in a variety of mediums, and teaching and publication tips are offered for educators. *Sport History: The Basics* is essential reading for any student on a sport-related degree course or with an interest in social and cultural history. It is also fascinating reading for anybody with a general interest in sport.

Sharing Best Practices in Sport Marketing Fitness Information Technology

What role can strategic thinking play in contemporary sport management? It can be the difference between leading or languishing – it's that important! Covering sport at all levels, from community-based sport to elite sport, this is the first textbook to focus on strategic management in a sport context. The book introduces the fundamentals of strategic planning, environmental analyses, strategic direction and leadership, strategy formulation and selection, implementation, strategic control, and change management. Designed to encourage students to develop a strategic mindset, as well as critical thinking and problem-solving skills, the book unpacks key concepts such as leadership, governance, organizational change, and the multiple layers of strategy in sport. Full of real-world case studies from diverse, international sport business environments, and useful pedagogical features such as review questions and guides to online resources, this is an essential text for any sport management course and an invaluable resource for sport development, recreation management, or events management courses.

Sport Marketing Taylor & Francis

Financial Management in the Sport Industry provides readers with an understanding of sport finance and the importance of sound financial management in the sport industry. It begins by covering finance basics and the tools and techniques of financial quantification, using current industry examples to apply the principles of financial management to sport. It then goes beyond the basics to show how financial management works specifically in sport - how decisions are made to ensure wealth maximization. Discussions include debt and equity financing, capital budgeting, facility financing, economic impact, risk and return, time value of money, and more. The final section focuses on sport finance in three sectors of the industry - public sector sports, collegiate athletics, and professional sport-providing in-depth analysis of financial management in each sector. Sidebars, case studies, concept checks, and practice problems throughout provide practical applications of the material and enable thorough study and practice. The business of sport has changed dynamically since the publication of the first edition, and this second edition reflects the impact of these changes on financial management in the sport industry. New to this edition are changes to reflect the global nature of sport (with, for example, discussions of income tax rates in the Premier League), expanded material on the use of spreadsheets for financial calculations, a primer on accounting principles to help students interpret financial statements, a valuation case study assignment that takes students step by step through a valuation, a new stadium feasibility analysis using the efforts of the Oakland Raiders to obtain a new stadium, a new economic impact example focusing on the NBA All Star game, and much more.

Fundamentals of Sport Marketing Routledge

The fully revised third edition of the popular *Foundations of Sports Coaching* textbook aims to provide a comprehensive and engaging introduction to the practical and theoretical principles that underpin the sports coaching process, from both a participation and performance perspective. The focus of this contemporary edition is to bridge the gap between practical sports coaching delivery and the conceptual theories that underpin a sports coach's practice. It provides a wealth of real-world examples and up-to-date case studies from a wide range of sports to support the developing practitioner and help sports coaches understand how to apply key concepts and theories to their practice. In addition, there are countless practical coaching tips, techniques and strategies to further support sports coaches in their practice and development. The book will provide the reader with the skills, knowledge and background they will need to prepare athletes and sports people technically, tactically and strategically, covering the key components of a sports coaching-related undergraduate course, including: ■ the continuing professionalisation of sports coaching ■ the International Sports Coaching Framework (I.C.C.E.) ■ the fundamental skills of a sports coach ■ how to coach populous groups ■ coaching philosophy ■ coaching pedagogy ■ creating a positive learning environment ■ talent ID and development ■ the reflective coach ■ performance analysis to support coach feedback. This third edition updates the style of previous versions with all-new chapters focusing upon international professional practice frameworks, coaching philosophy, coaching pedagogy, talent identification and development, and reflective practice. All of these are critical for the contemporary practitioner to understand in order to ensure they provide the best possible coaching environment for their athletes to develop and succeed. No other introductory textbook explains the importance of a holistic approach to sports coaching practice. This is an essential companion to any sports coaching course.

Case Studies in Sport Marketing Human Kinetics

The Routledge Handbook of Sport Communication is the only book to offer a fully comprehensive and in-depth survey of the contemporary discipline of sport communication. It explores communication within, through, and for sport in all its theoretical, conceptual, cultural, behavioral, practical and managerial aspects, tracing the contours of this expansive, transdisciplinary and international discipline and demonstrating that there are few aspects of contemporary sport that don't rely on effective communications. Including contributions from leading sport media and communications scholars and professionals from around the world, the book examines emerging (new and social) media, traditional (print, broadcast and screen) media, sociological themes in communication in sport, and management issues, at every level, from the interpersonal to communication within and between sport organisations and global institutions. Taking stock of current research, new ideas and key issues, this book is an essential reference for any advanced student, researcher or practitioner with an interest in sport communication, sport business, sport management, sport marketing, communication theory, journalism, or media studies.

Fundamentals of Sport Management Routledge

With an updated and expanded look at the skills and knowledge needed to succeed in the sport industry, this 3rd Edition maintains its previous editions stance as one of the most widely adopted sport management foundational texts on the market. Editors Andy Gillentine and R Brian Crow, along with a team of leading authors, aim to provide readers with a dynamic and comprehensive overview of the core concepts and current trends of the industry. Their years of experience as elite

academicians and practitioners make this volume a cutting-edge resource for undergraduates considering or pursuing careers in sport management. Topics covered in this edition include economics and finance, marketing, sponsorship and sales, facility and event management, media relations, governance, and ethics.

Decision Making Around the Globe Routledge

Everybody involved in sport, from the bleachers to the boardroom, should develop an understanding of ethics. Sport ethics prompt discussion of the central principles and ideals by which we all live our lives, and effective leadership in sport is invariably ethical leadership. This fascinating new introduction to sport ethics outlines key ethical theories in the context of sport as well as the fundamentals of moral reasoning. It explores all the central ethical issues in contemporary sport: from violence, hazing, and gambling to performance enhancement, doping, and discrimination. This book not only investigates the ethical, social, and legal underpinnings of the most important issues in sport today, but also introduces the reader to the foundations of ethical leadership in sport and discusses which leadership strategies are most effective. Each chapter includes original real-world case studies, learning exercises, and questions to encourage students to reflect on the ethical problems presented. *Sport, Ethics and Leadership* is an essential resource for any course on sport and leisure studies, the ethics and philosophy of sport, or sport and leisure management.

Routledge

"This book examines a range of contemporary issues related to the global delivery of sport management education. At a time of unprecedented change in Higher Education, the book looks closely at how sport management education can and should deliver positive outcomes in sport business and management outside of the university. The book brings together sport management academics from around the globe and examines how their practice in education has been shaped by the cultural, religious and political context of the national regions in which they work. It aims to identify core principles in sport management education and implementation, and discusses the key aspects of sport management programs, from curriculum design and pedagogy to issues around unified accreditation and the needs of employers. It also focuses in on what sport management education might look like in an increasingly digital post-COVID world. This is essential reading for all sport management educators and anybody working in sport-related professions looking to understand global educational platforms and their implications for policy at local, regional, national and international level!"--

Fundamentals of Sports Ethics Routledge

Sponsorship of sports, arts or events can be a powerful form of marketing communication for businesses and organizations. This new edition of *Sponsorship in Marketing* introduces the fundamentals of sponsorship-linked marketing, helping the reader to understand how sponsorship can be planned, executed and measured. Drawing on original research and exploring key theory, best practice and cutting-edge issues, the book fully explains how the sponsor can implement successful sponsorship to achieve communication and engagement objectives. It covers every important conceptual and functional area of sponsorship in marketing communications, including: understanding the technology-led transformation of sponsoring learning about audiences, strategies and objectives leveraging and activation in traditional and social media building sponsorship portfolios and rosters managing and ending relationships understanding public policy and legal issues Every chapter includes international case studies and examples, test questions, and data from real organizations, business, campaigns and events, vividly illustrating the link between fundamental principles and effective practice. This updated edition features a new model of the sponsorship process with an ecosystem perspective, discussion of endorsers and influencers in sponsorship, an introduction to the impact of streaming on sponsoring, and entirely new thinking on sponsorship returns and evaluation. No other book provides such a comprehensive, evidence-based introduction to sponsorship, demonstrating how organizations can connect brands to real life. This is essential reading for all students and practitioners working in sport marketing, sport business, events marketing, arts administration, business communication or marketing management.

Financial Management in the Sport Industry Routledge

This book showcases new research in sport business management around the world, offering a platform for the international exchange of ideas, best practices, and scientific inquiries in a globalized sport economy. Featuring work from leading sport management scholars from around the world - including North America, South America, Europe, Africa, and Asia - the book addresses a variety of global, regional, national, and community issues that are central to successful sport management. Combining both qualitative and quantitative studies, it explores key themes such as the emergent environment, managing change, organizational transformation, application of technology, marketing and promotion, and research protocols. New case studies cover topics such as entrepreneurship and innovation, sport broadcasting, digital technologies, youth and college sports, and the development of the sport management curriculum. *International Sport Business Management* is a fascinating reading for all students and scholars of sport management, sport business, and sport marketing, as well as for any professional working in the sport and leisure industries.

Principles and Applications Routledge

Offering a complete introduction to sport development policy and practice, this book covers key theory, themes, issues, and debates in sport development, without assuming any prior knowledge on the part of the reader. It outlines the organisational landscape of sport in the UK and explains important differences across England, Scotland, Wales, and Northern Ireland, as well as the global context. Examining both community and elite sport, it covers public, private, and third sectors, including national and local government and national governing bodies, and considers change - cultural, managerial, social, and political - as an element of sport development policy, strategy, and operations. Every chapter includes an in-depth case study around which a seminar or tutorial can be based, as well as definitions of key concepts and terminology that students and practitioners are likely to encounter during their studies or professional practice. Questions at the end of each chapter encourage the reader to reflect on their own work, and useful guides to further reading make the book an ideal jumping off point for further study. This is the perfect foundation textbook for any sport development course taken as part of a degree program in sport development, sport management, or sport coaching.

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