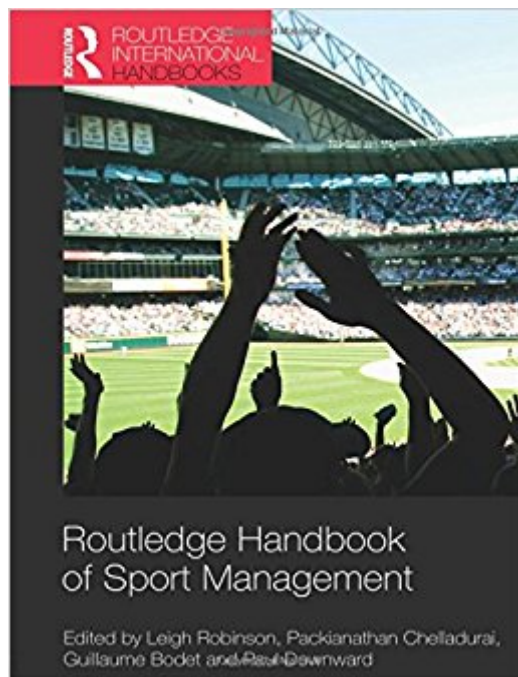




Ebook Directory
the best source of ebook

The book was found

Routledge Handbook Of Sport Management (Routledge International Handbooks)



Synopsis

The Routledge Handbook of Sport Management is the most up-to-date and comprehensive guide to theory and practice in sport management ever published. It provides students and scholars with a broad ranging survey of current thinking in contemporary sport management, exploring best practice in core functional areas and identifying important future directions for new research. Key topics covered in the book include: managing performance marketing human resource management the economics and finance of sport strategy managing change governance of sports organizations customer relations branding and retail. With contributions from leading scholars and professionals from around the world, the book illustrates the global nature of contemporary sport business and highlights the opportunities and challenges for managers operating in an international market place. Representing a definitive survey of contemporary issues in sport management, this is an essential reference for all students, scholars and practitioners working in sport.

Book Information

Series: Routledge International Handbooks

Paperback: 496 pages

Publisher: Routledge; 1 edition (March 29, 2014)

Language: English

ISBN-10: 1138777250

ISBN-13: 978-1138777255

Product Dimensions: 7.4 x 1.1 x 9.7 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #6,311,277 in Books (See Top 100 in Books) #12 in [Books > Sports &](#)

[Outdoors > Miscellaneous > Sports Facilities Management](#) #922 in [Books > Business &](#)

[Money > Industries > Sports & Entertainment > Sports](#) #6716 in [Books > Business & Money >](#)

[Industries > Hospitality, Travel & Tourism](#)

Customer Reviews

"This publication raises the knowledge base in key areas of sport (business) management –|

This will be one of the –öego to–â,,ç publications for anyone involved in the sector",

Marc Taylor, European Sport Management Quarterly

Leigh Robinson is Professor of Sport Management at the University of Stirling, Scotland. Her principal research interest is in the management and measurement of performance, governance and quality in Olympic sport organizations. Packianathan Chelladurai is a Distinguished Professor at Troy University, Troy, Alabama, USA. He is an internationally recognized scholar of management science, specializing in organizational theory and organizational behaviour in the context of sport. Guillaume Bodet is a lecturer in Sport Marketing and Management within the Institute of Sport and Leisure Policy, at the University of Loughborough, England. His research primarily deals with consumer behaviour regarding sport organizations, sporting events and sport brands. Paul Downward is Director of the Institute of Sport and Leisure Policy, University of Loughborough, England. He is currently embarked on a study of the economic determinants and impacts of sports participation in the UK.

[Download to continue reading...](#)

Routledge Handbook of Sport Management (Routledge International Handbooks) Routledge Handbook of Physical Activity and Mental Health (Routledge International Handbooks) Routledge Handbook of Modern Korean History (Routledge Handbooks) Routledge Handbook of Public Aviation Law (Routledge Handbooks) Young People's Voices in Physical Education and Youth Sport (Routledge Studies in Physical Education and Youth Sport) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Handbook of Human Rights (Routledge International Handbooks) Governance and Policy in Sport Organizations (Sport Management) International Sport Management Economic and Environmental Regulation of International Aviation: From Inter-national to Global Governance (Routledge Research in International Commercial Law) A Strategic Understanding of UN Economic Sanctions: International Relations, Law and Development (Routledge Advances in International Relations and Global Politics) Separate Games: African American Sport behind the Walls of Segregation (Sport, Culture, and Society) More Than Just Peloteros: Sport and U.S. Latino Communities (Sport in the American West) The Physical Educator's Big Book of Sport Lead-Up Games: A complete K-8 sourcebook of team and lifetime sport activities for skill development, fitness and fun! Introduction to Sport Law With Case Studies in Sport Law 2nd Edition Game Sense: Pedagogy for Performance, Participation and Enjoyment (Routledge Studies in Physical Education and Youth Sport) Skateboarding: Subcultures, Sites and Shifts (Routledge Research in Sport, Culture and Society) Visual Arts and the Law: A Handbook for Professionals (Handbooks in International Art Business) The Oxford Handbook of International Antitrust Economics, Volume 1 (Oxford Handbooks) The Oxford Handbook of International Antitrust Economics, Volume 2 (Oxford

Handbooks)

Contact Us

DMCA

Privacy

FAQ & Help