

Principles and Practice of Sport Management

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From the basic knowledge and skill sets of a sport manager to the current trends and issues in the sport management industry, the Fifth Edition of this best selling text provides the foundation for students as they study and prepare for a variety of sport management careers. The authors, all well known sport industry professionals, show students how to apply their new knowledge and skills to any segment in the sport industry from high school to the international arena.

Principles and Practice of Sport Management, Fifth Edition continues to offer historical perspectives as well as thoughts about current and future industry issues and trends. It has, however, undergone substantial content updates in every chapter, including the inclusion of new developments or managerial approaches happening in the sport world, as well as the addition of new chapters on new media in sport and club management.

New full color design and art program

Contains practical advice on how virtual communities and social networks can affect the job search process

Provides updated information on salaries in professional sports

Includes sections on evaluating coaches, programmatic goals, ethics, finances, and marketing as they relate to youth sports

Contains more in depth coverage of disabilities in sports

New and updated content on the growing safety concerns related to concussions in youth sports through professional sports and within the NFL

New discussion of the ethical and legal implications of the Jerry Sandusky case

Current Issues section updated with new material on event security and the Boston Marathon bombings.

Department Head and Associate Professor, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, Amherst, Massachusetts

Associate Dean For Undergraduate Programs, Isenberg School of Management, University of Massachusetts, Amherst

Professor, University of Louisville, Louisville, Kentucky

Other Books

Sport Management: The Basics, Sport Management: The Basics is an engaging and accessible introduction to sport management which considers a range of contemporary philosophical, social, cultural and political matters as they impact on this growing field. Drawing links between academic theory and practice, it explores the current challenges facing managers in the sport industry, addressing topics including: the history of sport management the role of the manager levels of management the public, private and voluntary sectors sport management in the global marketplace With suggestions for further reading throughout the text, a comprehensive chapter on employment and employability, and case studies which explore both theory and practice, Sport Management: The Basics offers a clear and concise introduction for anyone seeking to study or work in sport management.

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management, principles and ... Masteralixis, P., Barr, C.A. and Hums, M.A. (2005) Principles and practice of sport management , second edition."