

Routledge Handbook of International Sport Business



Routledge Handbook of International Sport Business (Routledge International Handbooks) by Kevin Heisey

★★★★☆ 4.6 out of 5

Language	: English
File size	: 13363 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 411 pages



A Comprehensive Guide to the Global Sport Industry

The Routledge Handbook of International Sport Business is a comprehensive guide to the global sport industry. It provides a detailed overview of the key aspects of sport business, including its history, governance, marketing, finance, human resources, and operations. The handbook also examines the challenges and opportunities facing the sport industry in the 21st century.

The handbook is divided into six parts:

1. : This part provides an overview of the sport industry, its history, and its key stakeholders.

2. **Governance and Regulation:** This part examines the governance and regulation of the sport industry, including the role of international organizations, national governments, and professional leagues.
3. **Marketing and Sponsorship:** This part explores the marketing and sponsorship of sport, including the development of marketing strategies, the use of social media, and the management of sponsorship relationships.
4. **Finance and Economics:** This part examines the finance and economics of the sport industry, including the revenue streams, cost structures, and profitability of sport organizations.
5. **Human Resources and Operations:** This part explores the human resources and operations of the sport industry, including the recruitment, training, and development of sport personnel, and the management of sport facilities and events.
6. **Challenges and Opportunities:** This part examines the challenges and opportunities facing the sport industry in the 21st century, including the impact of technology, globalization, and the changing consumer landscape.

The Routledge Handbook of International Sport Business is a valuable resource for students, researchers, and professionals in the sport industry. It provides a comprehensive overview of the key aspects of sport business, and it examines the challenges and opportunities facing the industry in the 21st century.

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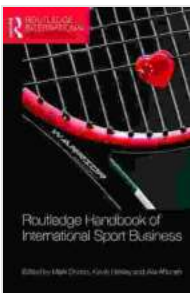
Reviews

"The Routledge Handbook of International Sport Business is a comprehensive and authoritative guide to the global sport industry. It provides a detailed overview of the key aspects of sport business, and it examines the challenges and opportunities facing the industry in the 21st century. This handbook is a valuable resource for students, researchers, and professionals in the sport industry."

Professor David Shilbury, Loughborough University, UK

"The Routledge Handbook of International Sport Business is a must-read for anyone interested in the business of sport. It provides a comprehensive overview of the key aspects of sport business, and it examines the challenges and opportunities facing the industry in the 21st century. This handbook is a valuable resource for students, researchers, and professionals in the sport industry."

Professor Susan J.



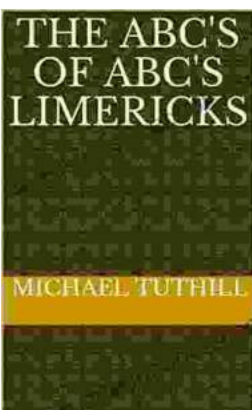
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