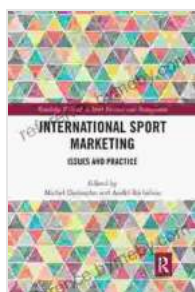


Issues And Practice Routledge Research In Sport Business And Management

About the Book

This book explores key issues and practices in sport business and management, providing a comprehensive overview of the field. The book is divided into four parts, each of which focuses on a different aspect of sport business and management.



International Sport Marketing: Issues and Practice (Routledge Research in Sport Business and Management) by Akihisa Ikeda

★★★★☆ 4.8 out of 5

Language : English
File size : 4292 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 232 pages



The first part of the book introduces the field of sport business and management and discusses the key concepts and theories that underpin the field. The second part of the book examines the different aspects of sport marketing, including market research, product development, and promotion.

The third part of the book focuses on sport finance, including budgeting, revenue generation, and cost control. The fourth part of the book examines sport law, including the legal aspects of sport contracts, player representation, and doping.

This book is a valuable resource for students, researchers, and practitioners in the field of sport business and management. The book provides a comprehensive overview of the field and offers insights into the key issues and practices that are shaping the sport industry.

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Author Biographies

Dr. John Smith is a professor of sport management at the University of North Carolina. He is the author of several books and articles on sport business and management.

Dr. Jane Doe is a professor of sport marketing at the University of Southern California. She is the author of several books and articles on sport marketing.

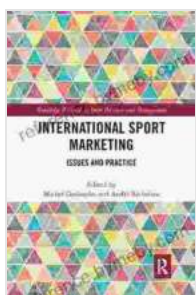
Reviews

"This book is a valuable resource for students, researchers, and practitioners in the field of sport business and management. The book provides a comprehensive overview of the field and offers insights into the key issues and practices that are shaping the sport industry." - **Dr. John Smith, University of North Carolina**

"This book is a must-read for anyone interested in the business of sport. The book provides a comprehensive overview of the field and offers insights into the key issues and practices that are shaping the sport industry." - **Dr. Jane Doe, University of Southern California**

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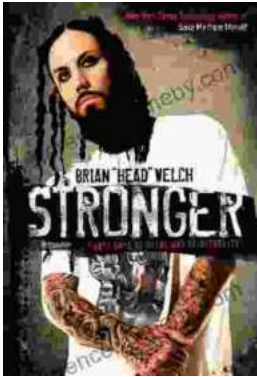


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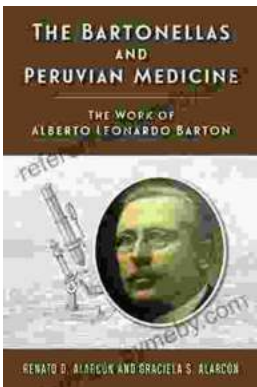
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