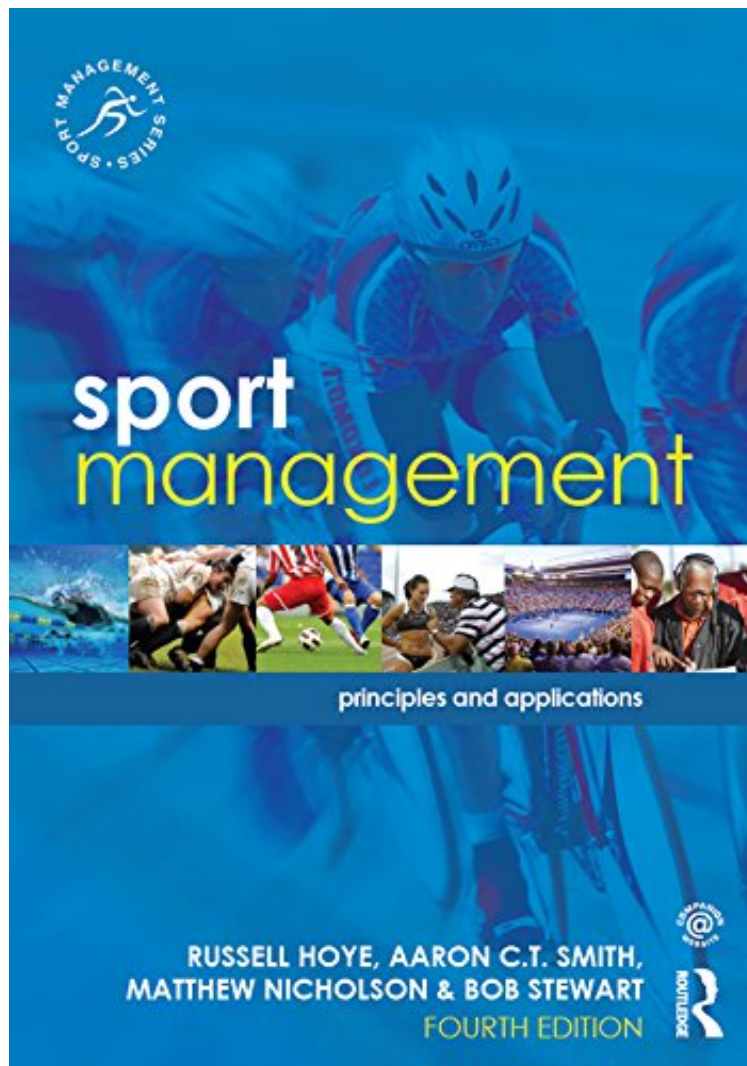


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Sport Management: Principles and Applications (Sport Management Series)

Russell Hoye, Aaron C.T. Smith, Matthew Nicholson, Bob Stewart
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Russell Hoye, Aaron C.T. Smith, Matthew Nicholson, Bob Stewart : Sport Management: Principles and Applications (Sport Management Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sport Management: Principles and Applications (Sport Management Series):

Now available in a fully revised and updated fourth edition, Sport Management: Principles and Applications introduces the sport industry and examines the role of the state, non-profit and professional sectors in sport. It focuses on core management principles and their application in a sporting context, highlighting the unique challenges faced in

a career in sport management. Written in an engaging and accessible style, each chapter has a clear structure designed to make key information and concepts simple to find and to utilize. Chapters contain a conceptual overview, references, further reading, links to important websites, study questions and up-to-date case studies from around the world to show how theory works in the real world, and a companion website offers additional activities for students and guidance notes and slides for instructors. The book covers every core functional area of management, including: strategic planning organizational culture organizational structures human resource management leadership governance financial management marketing performance management. This fourth edition also includes expanded coverage of sport media, change management and other contemporary management issues, providing a comprehensive introduction to the practical application of management principles within sport organizations. It is ideal for first and second year students on sport management related courses, as well as those studying business-focused or human movement courses seeking an overview of applied sport management principles.

About the Author Russell Hoye is Professor of Sport Management and Director, Centre for Sport and Social Impact at La Trobe University, Australia. He is the editor of the Sport Management Series published by Routledge, a member of the editorial board for Sport Management and the International Journal of Sport Policy and Politics, past President of the Sport Management Association of Australia and New Zealand (SMAANZ), and a graduate of the Australian Institute of Company Directors Aaron C.T. Smith is Professor and Deputy Pro-Vice Chancellor in the College of Business at RMIT University, Melbourne, Australia. Aaron has research interests in the management of psychological, organisational and policy change in business, and sport and health. In recent times he has focused on the impact of commercial and global sport policy, the ways in which internal cultures shape organisational conduct, the role of social forces in managing change, and the management of social policy change such as those associated with health and drug use Matthew Nicholson is an Associate Professor in the Centre for Sport and Social Impact at La Trobe University, Australia. His research interests focus on sport policy and development, the contribution of sport to social capital and the relationship between sport and the media Bob Stewart is Associate Professor of Sport Studies at Victoria University, Australia. Bob has been teaching and researching the field of sport management and sport policy for fifteen years, and is currently working with the University's College of Sport and Exercise Science, and Institute of Sport, Exercise and Active Living. Bob has a special interest in cartel structures, social control, and player regulation in elite-sports, and the ways in which neoliberal ideologies shape sports's governance and management practices