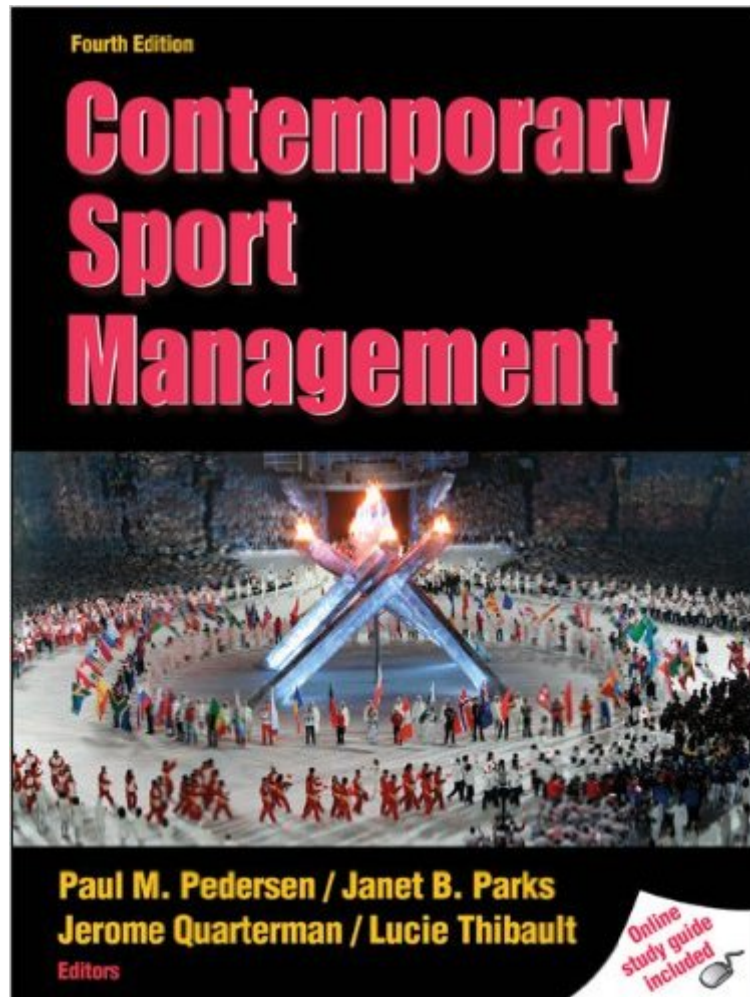


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Contemporary Sport Management With Web Study Guide-4th Edition



Synopsis

Contemporary Sport Management, Fourth Edition, provides students with an overview of the sport management by presenting extensive discussions of the foundational aspects of the profession and current topics from the field. This thoroughly revised edition brings enhanced content to students with a full-color format and an integrated online study guide. The text also discusses the significance of sport as an international social institution. Students will learn the relevance of sociological, cultural, historical, political, psychological, and legal concepts to the management of sport; the necessary professional skills and attitudes of sport managers; and ways in which the globalization of sport continues to affect sport management professions. One of the top-selling textbooks in the field, the fourth edition retains many of its popular learning tools for students and also offers several key enhancements:

- Three new chapters covering sport management issues in youth and community sport, interscholastic sport, and the history of the sport business industry address the growing needs in the field.
- International sidebars and associated activities within each chapter have been updated, providing readers with fresh ideas regarding cultural differences in sport as well as the effects of the globalization of sport on the sport management profession.
- A historical timeline, now in every chapter, puts major events into context.
- New ethics and critical thinking sections expand on the chapter topics to help students develop the competencies to make sound decisions and become ethical and principled sport managers.
- A running glossary, chapter objectives, and end-of-chapter reviews help students understand key concepts and terms.

In addition, a new online study guide (OSG) provides multiple interactive learning experiences that assist students in retaining the information. Each chapter of the text includes several cross-references to the OSG, allowing students to take advantage of the following features:

- Job opportunity activities demonstrate the skills that prospective employers are seeking within particular sport settings.
- Web searches point students to the vast amount of information available online.
- Portfolio activities help students reflect on specific questions related to the critical thinking and ethics sections of each chapter. Upon completion, students will have constructed a portfolio of their reflections on issues they may face as future sport management professionals.
- Comprehension checks with interactive activities help students more fully understand and apply the concepts covered in each chapter.
- Quizzes help students ensure they have mastered the major concepts of each chapter.

Reorganized in a four-part format, Contemporary Sport Management, Fourth Edition, begins with an overview of the field and important historical aspects of the industry. Next, the attributes of an effective and professional sport manager and the relevance of managerial and leadership concepts applied to sport management

are discussed. In the second part, readers learn about the major settings in which sport management professionals work today, including professional and amateur sport management sites, sport management agencies, and sport tourism venues. The third part offers information on key functional areas of sport management, such as sport marketing, sport communication, finance and economics in sport, and sport facility and event management. In the final part, readers examine current challenges in the profession, such as issues related to consumer behavior, law, sociology, globalization, and the importance of continuing sport management research. The updated and enhanced fourth edition of Contemporary Sport Management offers a varied and dynamic learning package to assist readers in understanding the many opportunities and challenges in the sport management field. From historical foundations and future directions to current issues and professional skill sets, this popular textbook continues to inform and inspire up-and-coming professionals to have a positive influence on the management of sport. v

Book Information

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Customer Reviews

Sports have long gone past being just a game. "Contemporary Sport Management" is a business guide to looking at the business side of sports, describing everything that one needs to know about how to successfully manage a sports team or organization, covering the details with great accuracy, ranging from sociological, psychological, legal, and other aspects of the debate completely and comprehensively. This newer addition puts a greater focus on youth and community sports, assessing the extra elements that come when using sports as a benevolent organization. Arranged well with plenty of useful indexes and resources reader available, as well as access to an online

study guide, "Contemporary Sport Management" is an excellent and enthusiastically recommended addition to sports and business collections in community and college libraries.

Can't really review this book. Bought it for a grandson who will be entering college with the goal of becoming a sports manager. However, I am told that this is one book that will be used as a text book.

Good book, very good condition, got it in a timely manner. Very satisfied with the book overall except you must purchase the online study guide separately if you buy a used book.

Renting the textbook was a good decision and I would recommend it to anyone. Books delivered on time and it was easy to return them as well.

It is a powerful view of contemporary sports management in the USA. Coming from outside the USA the perspective is purely academic.

The book came in better condition than I thought. It said that it was a "good" book and it came in perfect, as if I bought it new. I am also learning a lot about sports management. Already read the first four chapters and it is very informative about the history and then goes more into the contemporary sports management. Definitely would recommend buying a book from this seller and buying this book if you are interested in sports management.

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