



# **Sport Management: Principles and Applications (Sport Management Series)**

*Russell Hoyer, Aaron C.T. Smith, Matthew Nicholson, Bob Stewart*

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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.

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