



Sport Management: Principles and Applications (Sport Management Series)

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



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Now available in a fully revised and updated third edition, *Sport Management: Principles and Applications* examines the nature of the sport industry and 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 highly accessible style, each chapter has a coherent structure designed to make key information and concepts simple to find and to utilize. Chapters contain a conceptual overview, references, further reading, relevant websites, study questions and up-to-date case studies from around the world to show how theory works in the professional world. Topics covered include:

- strategic planning
- organizational culture
- organizational structures
- human resource management
- leadership
- governance
- financial management
- marketing
- performance management.

This book provides a comprehensive introduction to the practical application of management principles within sport organizations. It is ideal for first and second year students studying sport management related courses, as well as those studying business focused and human movement/physical education courses who are seeking an overview of sport management principles.

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Editorial Review

Review

"The third edition of Sport Management: Principles and Applications is a welcome edition with its exciting new cases studies and contemporary updates. The authors' have produced a textbook which will engage both students and teachers – they provide a straightforward and powerful overview of sport management theory and sport industry analysis and great examples that illustrate the breadth of sport management from its global manifestations through to the local grass roots contexts."

Professor Tracy Taylor, Deputy Dean of the UTS Business School, University of Technology, Australia

"An excellent critical introduction to sport management. It maps out the environmental context of sport management and the application of management principles in a structured and accessible fashion, striking an excellent balance between theory and practice with key case study materials. The book has quickly and deservedly established itself as a core text for sport management programmes."

Professor Ian Henry, Director of the Centre for Olympic Studies and Research, Loughborough University, UK

About the Author

Russell Hoye is Professor of Sport Management and Director, Centre for Sport and Social Impact at La Trobe University, Australia. His most recent books include *Participation in Sport* (2011), *Sport and Policy: Issues and Analysis* (2010), *Sport and Social Capital* (2008) and *Sport Governance* (2007).

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.

Aaron C.T. Smith is Professor and Deputy Pro-Vice Chancellor at Royal Melbourne Institute of Technology (RMIT) University. His research interests include psychological, organisational and policy change management in business, and sport and health. Selections of Aaron's research and other books can be found at: <http://www.aaronctsmith.com/>

Bob Stewart is Associate Professor in Sport Studies in the School of Sport and Exercise Science at Victoria University, Melbourne, Australia. Bob teaches and researches in the fields of professional team sport regulation, drug-use cultures in sport, and body project practices in gyms and fitness centres.

Hans Westerbeek is Professor of Sport Business and Director of the Institute of Sport, Exercise and Active Living (ISEAL) at Victoria University in Melbourne, Australia. He also holds an appointment as Professor of Sport Management at the Free University of Brussels. His main research interests relate to international sport business.

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