



## Sport Management: Principles and Applications (Hardback)

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

Taylor Francis Ltd, United Kingdom, 2015. Hardback. Book Condition: New. 4th Revised edition. 246 x 174 mm. Language: English . Brand New Book. 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...



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