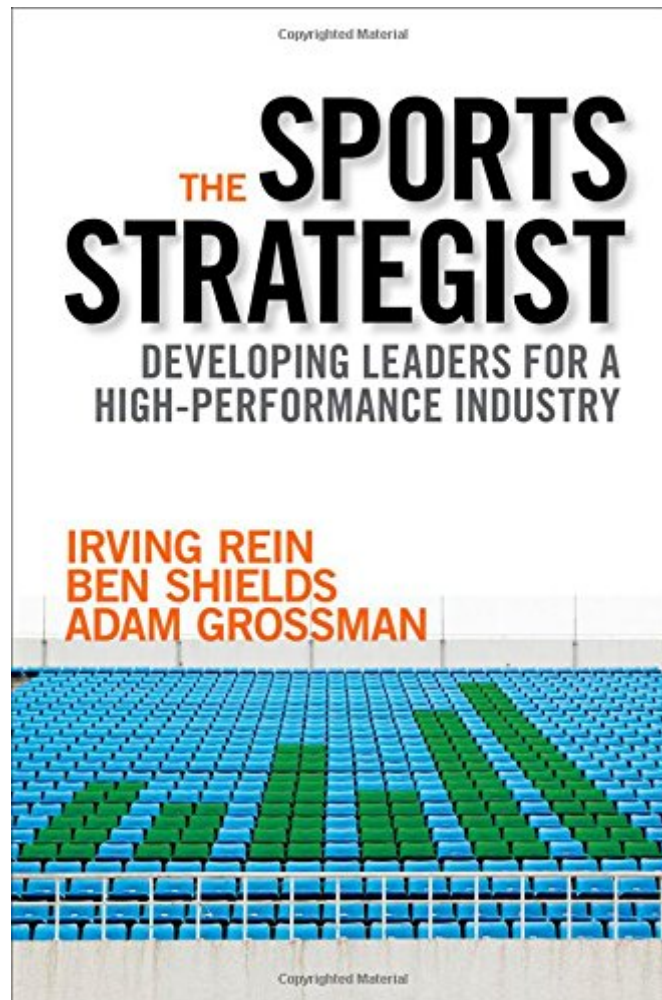


The Sports Strategist: Developing Leaders for a High-Performance Industry PDF



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The Sports Strategist: Developing Leaders for a High-Performance Industry by Irving Rein, Ben Shields, Adam Grossman ISBN 0199343837

In the \$750 billion sports industry, is winning on-the-field the only success driver that matters for a sports business off-the-field? Today, the high-performance sports business is more complex than ever before and is presenting new challenges to the industry at all levels. Sports organizations are fighting hard for the money and engagement of fans, media, sponsors, and employees while facing unprecedented competition both domestically and internationally. The cost of doing business continues to rise, while traditional revenue streams are under increased pressure.

In *The Sports Strategist: Developing Leaders for a High-Performance Industry*, authors Irving Rein, Ben Shields, and Adam Grossman demonstrate that relying too much on winning is a losing long-

term strategy for dealing with these challenges. Instead, they argue that sports strategists must focus on building and growing sustainable long-term businesses without depending too much on winning. Their approach centers on identifying and maximizing key factors in sports organizations that, unlike winning, can be controlled and shaped.

Blending extensive industry experience and real-world case studies with their academic expertise, the authors arm readers with the combination of the necessary tools to help them make better strategic decisions. Everyone from industry veterans to aspirational managers will learn how to design identities, reinvigorate venue experiences, manage narratives, and maximize new technology in today's connected world. In addition, readers will explore how to implement business analytics, build public support, and apply ethics in decision-making. These techniques are vital to creating a successful sports organization that is ready to reap the benefits of winning when it does happen, without having to suffer when it does not.

The demand for innovative leaders who can address these issues and make tough decisions on which challenges to prioritize has never been greater. *The Sports Strategist* is an essential resource for anyone looking to thrive in the sports industry.

The Sports Strategist: Developing Leaders for a High-Performance Industry Review

This The Sports Strategist: Developing Leaders for a High-Performance Industry book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of The Sports Strategist: Developing Leaders for a High-Performance Industry without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry The Sports Strategist: Developing Leaders for a High-Performance Industry can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This The Sports Strategist: Developing Leaders for a High-Performance Industry having great arrangement in word and layout, so you will not really feel uninterested in reading.