



Key Concepts in Sport Management (SAGE Key Concepts series)

Terri Byers, Trevor Slack, Milena M. Parent

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"An accessible and different guide for students and practitioners alike... I'm sure that it will become a standard reference text for sports management"

- Peter Taylor, Sport Industry Research Centre, Sheffield Hallam University

"A must have introductory reference guide for graduate and undergraduate sport management students"

- Paul M. Pedersen, Indiana University

"Provides students, practitioners and researchers in the field of sport management with a valuable compilation of sensitizing concepts, definitions and interesting references"

- Michel van Slobbe, European Sport Management Quarterly

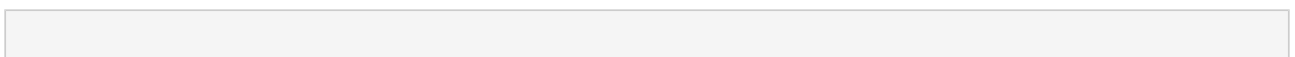
Sharp, clear and relevant this book meets the needs of those studying and researching within the growing discipline of sport management.

The intelligently cross-referenced entries provide a concise overview of the key concepts in the field guiding you through the important debates, sources and research methods in the management and delivery of sport.

The book introduces readers to the concepts at the centre of their studies; it suggests relevant further reading and thoughts for future research and applies academic theory to business and organizational problems in a real-world context.

Written for students, academics and practitioners the entries are designed to meet study needs and include:

- Clear definitions
- Comprehensive examples
- Practical applications
- Effective research methods.



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