

FOUNDATIONS OF SPORT MANAGEMENT

MANAGING SPORT BUSINESS

AN INTRODUCTION

Edited by David Hassan

SECOND EDITION





Managing Sport Business

An Introduction

Second edition

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David Hassan

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Contemporary sport is both a sophisticated and complex international business and a mass participatory practice run largely by volunteers and community organisations. Now in a fully revised and expanded second edition, this authoritative and comprehensive introduction to the theory and practice of sports management helps to explain the modern commercial environment that shapes sport at all levels and gives clear and sensible guidance on best practice in sports management, from elite sport to the local level.

The first section examines the global context for contemporary sports management. The second explores the key functional areas of management, from organisation and strategy to finance and marketing, and explains how successful managerial techniques can be applied in a sporting context. The final section surveys a wide range of important issues in contemporary sports management, from corporate social responsibility to the use of information and communication technologies. Together, these sections provide a complete package of theory, applied practical skills and a state-of-the-art review of modern sport business.

With additional online resources available for instructors, this book is essential reading for all students of sport management and sport business.

David Hassan is Associate Dean of the Faculty of Life and Health Sciences and Professor of Sport Policy and Management at Ulster University, UK. His research expertise concerns the governance of international sport, the politics of sport and examination of its wider social significance, particularly in Europe. He is the Academic Editor of *Sport in Society*, an international, peer-reviewed journal published by Taylor & Francis. He is also Series Editor of Foundations of Sport Management published by Routledge and is Visiting Professor at a number of the world's leading sports universities, including Loughborough University and Griffith University.

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