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Bernard James
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Approaches Used in

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Sport now has to compete for the consumer dollar with a vast array of leisure activities online as well as offline.

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SPORTS AND
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incorporates
feedback from
instructors across the
country and has
expanded by three
chapters. The popular
sports and
entertainment topics
continue to be the
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teaching marketing

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covering a variety of sectors, sports, and countries to give students the opportunity to apply the concepts to practical scenarios To further relate the content to real situations for students, study questions about each of the case studies have been

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incorporated into a new student web resource. The web resource also includes an interactive simulation called “ The Two Dollar Team ” that directly engages students with the book ’ s topics, including assets and liabilities, revenue and expenses,

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budgeting, cash management, and borrowing.

Instructors will also find additional activities and a case study in the companion instructor guide, and they will receive a test package and presentation package. Sport Finance, Fourth

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4th Edition, will enable students to grasp fundamental concepts in sport finance. By analyzing business structures, financial statements, and funding options, students will not only learn basic finance but will also understand how those skills are used to build a strategy

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"Fundamentals of Sport Marketing" has long been the premier textbook in its field, and this updated, expanded fourth edition once again delivers superior content for aspiring sport

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their options in the sporting industry will gain a firm foundational understanding of sport marketing principles and strategies. As they explore the text, they will encounter a broad range of topics, including in-depth analyses of marketing mix

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components, media relations in sport, and use of licensing and logos in the sport industry. A brand-new chapter covers social media and its increasing impact on sport marketing. The authors, Dr Brenda Pitts and Dr David K Stotlar are internationally well-known experts in the

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and sport management in a way that is accessible and straightforward. Its organization continues to revolve around management functions rather than legal theory. Concise explanations, coupled with relevant industry examples and cases, give readers just enough

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legal doctrine to understand the important concepts that apply to each area. This book will help prepare students as they get ready to assume a broad range of responsibilities in sport, education, or recreation. Whether readers work as coaches or teachers;

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administer professional programs; manage fitness/health clubs; or assume roles in a high school, college, Olympic, or professional sport organization, legal concerns will inevitably be woven into their managerial concerns. This book provides knowledge

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of the law that helps create a competitive advantage and build a more efficient and successful operation that better serves the needs of its constituents. Special Features of the Book Managerial context tables. Chapter-opening exhibits act as organizational and study tools

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identifying managerial contexts in relation to major legal issues, relevant law, and illustrative cases for the chapter. Case opinions, focus cases, and hypothetical cases. Legal opinions--both excerpted (case opinions) and summarized (focus cases)--illustrate

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relevant legal points and help readers understand the interplay between fact and legal theory. The cases include questions for discussion, and the instructor ' s manual provides guidance for the discussion. Hypothetical cases further highlight topics of interest and

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include discussion questions to facilitate understanding of the material; analysis and possible responses appear at the end of the chapter.

Competitive advantage strategies. Highlighted, focused strategies based on discussions in the text help readers understand how to

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use the law to make sound operational decisions and will assist them in working effectively with legal counsel. Discussion questions, learning activities, and case studies. Thoughtful and thought-provoking questions and activities emphasize important

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concepts; they help instructors teach and readers review the material. Creative case studies stimulate readers, as future sport or recreation managers, to analyze situations involving a legal issue presented in the chapter. Annotated websites. Each chapter includes

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a collection of web resources to help readers explore topics further.

Accompanying the web addresses are brief descriptions pointing out key links and the sites' benefits.

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Social Issues in Sport, Fourth Edition With HKPropel Access, introduces students to the study of sport as a social phenomenon. It explores current trends in sport and examines complex connections between sport and politics,

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economics, religion, race, gender, youth, and more. Author Ronald Woods draws on his experience of more than 40 years as a professor, coach, and sport administrator to explore modern sport from historical and cultural perspectives. New coauthor B. Nalani Butler offers a

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fresh perspective to the study of sport from an emerging generation of Black female scholars. She draws on her background as an athlete and professor, and leverages her international experience from working with the Center for Sport,

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Peace and Society
and the International
Olympic Academy
(IOA). The text 's
presentation style,
full-color design, and
ample learning tools
are designed to keep
students engaged.
Social Issues in Sport,
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addresses the
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Component topics outlined by the Commission on Sport Management Accreditation (COSMA). The text remains grounded in practical application and provides opportunities for students to examine real-world issues through the lens of social theory. The

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thinking Increased
emphasis on
emerging issues such
as sport wagering,
the use of social
protest by athletes,
sexual harassment of
or by athletes, and
sport safety

Discussions on the
rise in popularity of
esports and on the
exploding influence
of social media on

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4th Edition, athletes, spectators, and fans Updated sidebars that address current topics such as the effect of the COVID-19 pandemic on sport, offering a contemporary context to which students can apply the concepts in the text Social Issues in Sport, Fourth Edition, is streamlined into

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this in-depth
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to understand and
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development of sport
as a part and
reflection of our
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field of sport
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authoritative
introductory text in
the field, returns with
a thoroughly

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to reflect current
demands of the
profession and
addressing all the
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Part II, Sport Management Sites, details the major settings in which

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many sport management careers are carried out, including new content on sport participation across the life span. In part III, Sport Management Functions, readers will learn about the key functional areas of sport management,

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including sport marketing, sport communication, sport facility and event management, and more, with new content on sales as a career path. New and updated content throughout this edition allows students to stay on the leading edge of the field: Discussion

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of the evolution of esports, fantasy sports, and sport betting Content covering emerging technologies in sport management, including streaming, artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) New case study sidebars with short-

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answer questions

Recommended Case Studies in Sport Management journal articles for each chapter, designed to promote critical thinking and demonstrate understanding of chapter content

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articles are now delivered through HKPropel. These supplemental materials are designed to increase student engagement and enhance understanding of chapter content. With more than 200 activities, including comprehension activities, web

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activities, and Day in the Life activities tied to professional profiles, students will be challenged to think critically about sport management as both a field of study and a vibrant professional environment with a variety of career paths, and they will develop insight into

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4th Edition will
encounter in their
careers. Chapter
quizzes are also
included and can be
assigned by
instructors.

Contemporary Sport
Management,
Seventh Edition, will
broaden students '
understanding of
sport management
issues, emphasizing

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critical thinking,
ethics, and diversity
while providing
students with an
introduction to all the
aspects of the field
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