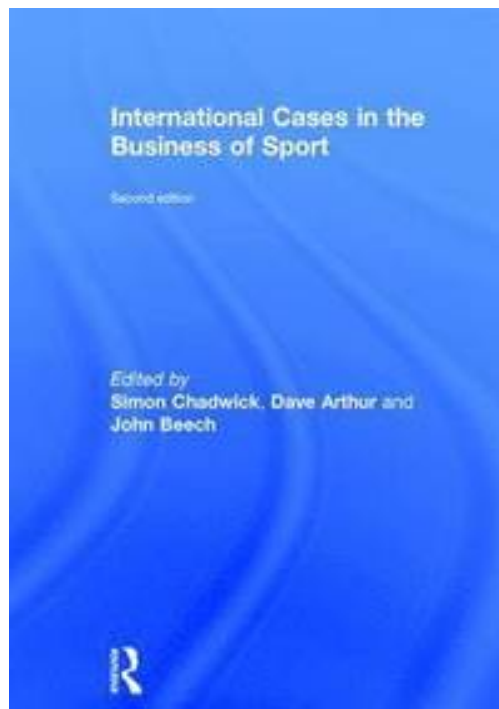


International Cases in the Business of Sport

Ladda ner boken PDF



Simon Chadwick Dave Arthur John Beech

International Cases in the Business of Sport Simon Chadwick Dave Arthur John Beech boken PDF

Contemporary sport is big business. Major teams, leagues, franchises, merchandisers and retailers are in fierce competition in a dynamic global marketplace. Now in a fully revised and updated second edition, *International Cases in the Business of Sport* presents an unparalleled range of cutting-edge case studies that show how contemporary sport business is done and provides insight into commercial management practice. Written by a team of international experts, these case studies cover organisations and events as diverse as the NBA, the Americas Cup, the Tour de France, the PGA tour, FC Barcelona and the Australian Open tennis. They explore key contemporary themes in sport business and management, such as broadcast rights, social media, strategic development, ownership models, mega-events, sports retailing, globalisation, corruption and financial problems. Each case study also includes discussion questions, recommended reading and links to useful web resources. *International Cases in the Business of Sport* is an essential companion to any sport business or sport management course, and fascinating reading for any sport business professional looking to deepen their understanding of contemporary management.



Download (Laste ned) pdf-boken, pdf boken, pdf E-böcker, epub, fb2
Alla böcker. 30 dagars gratis provperiod