



Principles And Practice Of Sport Management

Lisa P. Masteralexis, Carol A. Barr, Mary Hums

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Teaching sport management has never been more exciting and challenging. *Principles and Practice of Sport Management*, Fourth Edition, provides a comprehensive, current overview of the sport industry and the sport management field. Students are introduced to various segments of the industry providing them with a foundation of knowledge and understanding important for anyone interested in pursuing a career in sports. The Fourth Edition continues to offer historical perspectives as well as insight into current and future industry issues and trends. It has, however, undergone substantial content updates in every chapter, including discussion of new developments and managerial approaches happening in the sport world, and new chapters on club management and new media in sport.



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