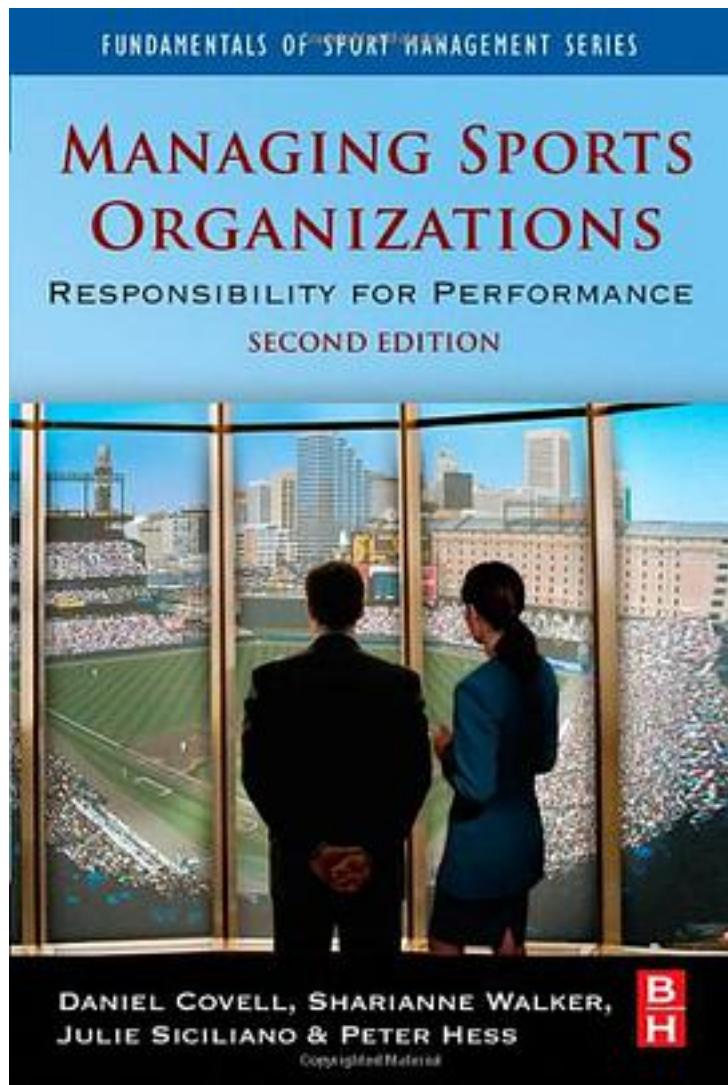


# Managing Sports Organizations, Second Edition



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Managing Sport Organizations, 2e is a newly updated and comprehensive introduction to the themes and elements surrounding sport management. The book teaches management theory and principles in a coherent manner, helping to reinforce these concepts for students in schools of business, and serving to introduce them to students in other school settings (kinesiology, exercise science, sport science). The authors introduce important industry segment information chapter by chapter, allowing students to wed theory and application throughout. An online Instructor's Manual and a Test Bank are available as well.

- Important industry segment information is introduced chapter by chapter, allowing students to wed theory and application throughout
- Effectively weaves sport industry issues with fundamental management theories and practices
- Provides informative introductions to all fundamental aspects of sport management- Leadership, Information Technology, Media, Facility management, HR and much more

作者介绍:

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