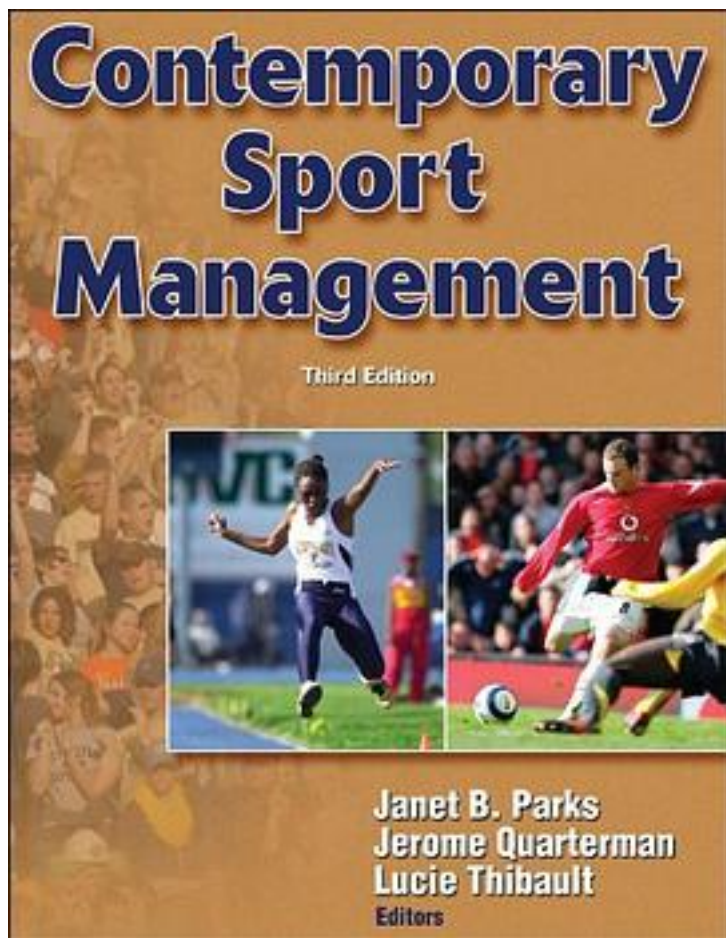


Contemporary Sport Management



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Over 13,000 copies of the previous edition sold worldwide. Aimed at lecturers, students and professionals in sport and leisure management, this work provides a broad overview of the study and professional practice of contemporary sport management. It

helps readers put into context the many events, emerging trends and historical figures that have shaped current sport business. Reader-friendly features include learning activities, professional profiles of successful individuals in the field and case studies in each chapter. In addition, international examples written by professionals and scholars from around the world highlight the global nature of this booming industry. Updated chapters provide new and expanded material on sport promotion, legal issues and ethics in sport management.

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