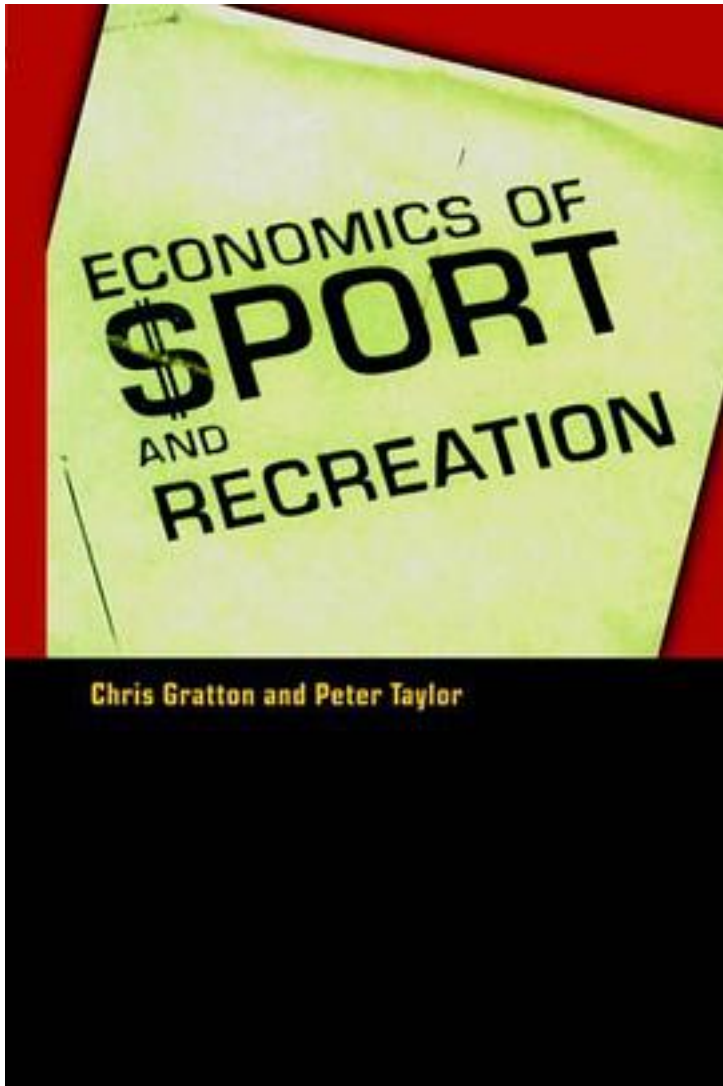


The Economics of Sport and Recreation



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The Economics of Sport and Recreation provides a much needed and up-to-date analysis of sport's contribution to the global economy. This new edition covers all aspects of the economics of sport and recreation but gives prominence to the staggering rise of the commercial sector over the last decade. Special attention is paid to the economics of the sports goods industry, the economics of sports sponsorship, the economics of major sports events, the economics of professional team sports, and the economic relationship between sport and broadcasting. In the first edition of this book published in 1985, the emphasis was on the government and voluntary sectors as the lead sectors in the sports market. As we enter the next millennium, it is the commercial sector that is the lead sector in the sports market and this is reflected in the content and structure of the new book. Aimed specifically at students engaged in the study of sport and its interaction with the economy, this book will be an invaluable resource.

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