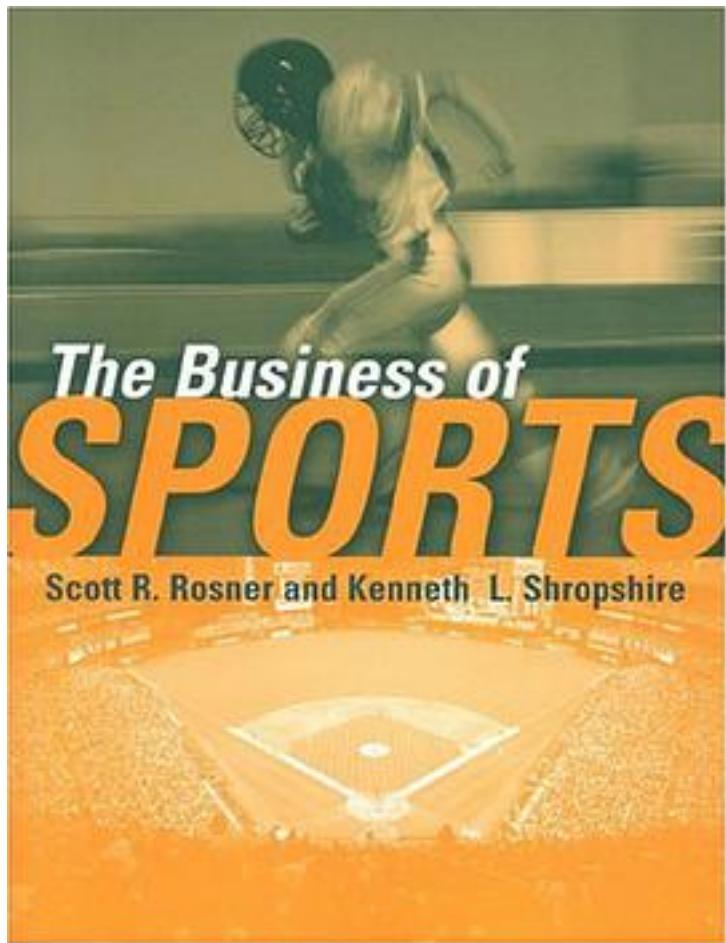


The Business of Sports



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This title covers the spectrum of topics and issues relating to the management and promotion of organized sports. The sports industry is large, visible, and growing - and it has a huge impact on society. That's obvious to die-hard fans who not only watch

sporting events but buy memorabilia too. But even sports haters can't escape the onslaught of professional sports: They are asked to chip in as taxpayers to build public stadiums, and their children can be exposed to events sponsored by alcohol and tobacco companies, not to mention the juvenile antics of some star athletes. Businesses often also see an increase in productivity when the Olympics - or other large national or international events - occur. Yet most of us love to watch, and play. "The Business of Sports" throws light on this fascinating subject by exploring the business and economic dynamics of the industry from a diverse array of perspectives that cover the industry's macroeconomic, management, and marketing/promotion issues. Volume 1, "Perspectives on the Sports Industry", documents the current size, scope, and magnitude of the sports industry in the U.S. and around the world. It also examines the importance of the world's most visible sporting events, like the Olympics, and the impact of sporting events broadcast worldwide. Volume 2, "Economic Perspectives on Sport", takes an in-depth look at the sports industry from an economic perspective. The volume delves into the inner workings of leagues and teams, covering economic issues from the design of sports leagues to franchise financial valuations to salary caps to labour relations. Volume 3, "Bridging Research and Practice", fills the gap between scholarly research on sport and practitioners working in the industry. Topics include evaluating talent, maintaining managerial efficiency, analysing statistical performance indices, and assessing the non-economic benefits of professional sports.

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