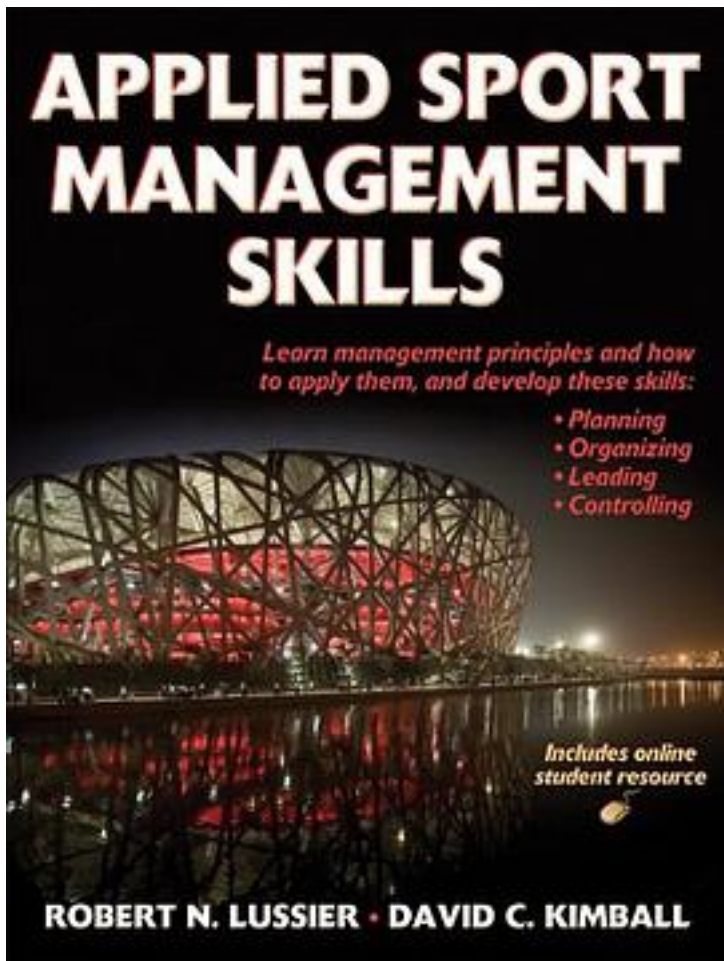


Applied Sport Management Skills



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This new book uses the four management functions of planning, organising, leading and controlling to teach readers how to become strong leaders and managers in the world of sport. Along with its companion website and online student resource it

provides a comprehensive overview of management topics with a unique focus on developing the necessary skills for managing sport organisations. The text has a how-to approach which helps students learn by putting into practice what they will be doing as sport managers, including creative problem solving, strategic planning and developing the skills to lead, organise and delegate. By taking principles and concepts presented in the text and applying them to professional practice, students will be able to assess how their interests and skills can contribute to the growing sport management field. The text also includes an extensive instructor guide, test bank and PowerPoint presentation package to assist instructors with class preparation and presentation and engage students in the material. By purchasing the text, students also receive a unique key code that provides access to the online student resource. The book will provide readers with a thorough understanding of the management principles and concepts used in sport organisations and the challenges that managers face. This understanding is enhanced by the application of that knowledge and by focusing on developing management skills and allowing students to build a solid foundation toward a fulfilling career in sport management.

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