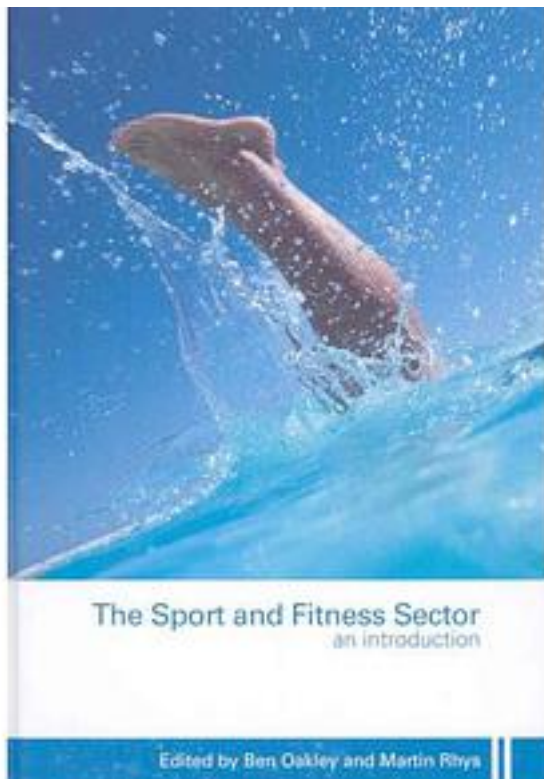


The Sport and Fitness Sector



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Sport and fitness has become a key contemporary industry. Those working within the sector are now expected to demonstrate greater expertise and professional competence than ever before. "The Sport and Fitness Sector: An Introduction" is a vital resource for all beginning students of sport, leisure and fitness management, offering an essential guide to professional practice and a wealth of background information on current issues within the industry. Drawing together an edited selection of readings from a wide range of academic and professional sources, the book has been designed

to bridge the gap between the classroom and the workplace, opening up the theory and practice of sport and fitness management for those undertaking either work-based study or conventional degree courses. Accessible and comprehensive, the book explores sport, health and fitness provision across the public, private and voluntary sectors, and examines key topics such as: Sport policy; Trends in the sport and fitness industry; Management of sport and leisure services; Legislation and regulation; Crisis management; Health and safety; Customer service; and, Staff training and development. "The Sport and Fitness Sector: An Introduction" is essential reading for all students of sport, leisure and fitness management, and for any sport and fitness professional looking to improve their vocational skills and knowledge. Ben Oakley is Head of Award for Sport, Fitness and Management in The Open University, UK. Martin Rhys is Staff Tutor in Education for the Open University in Wales.

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