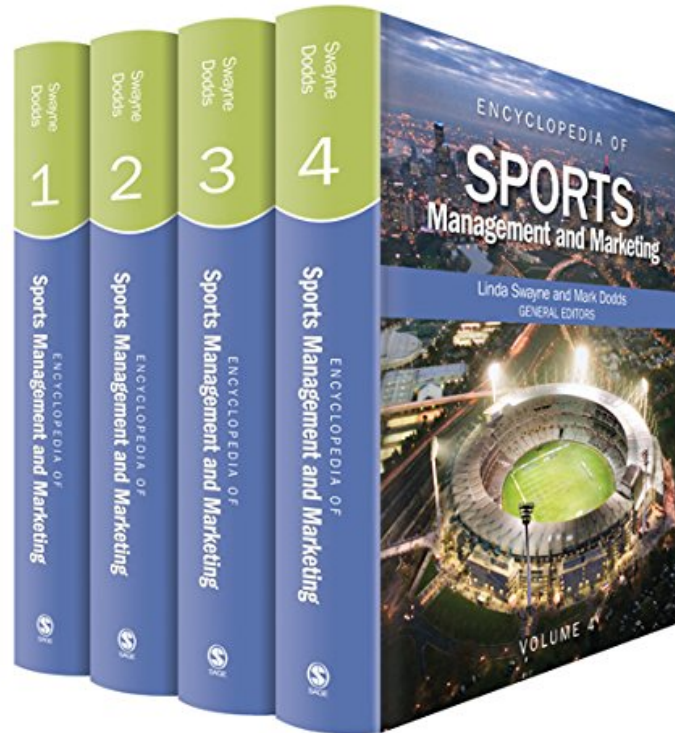


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Request a FREE 30-day online trial to this title at www.sagepub.com/freetrial_sroThis four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of

the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

From Booklist The study of sports management prepares students for industry careers in marketing, sales, facility and event management, finance, and more. Sagersquo;s new Encyclopedia of Sports Management and Marketing offers an academic and practical view of this field of study. The encyclopedia was designed to support the seven common professional-component topical areas of sports management, as indicated by the Commission on Sport Management Accreditation. As such, it is not an encyclopedia of sports but the business of sports. The more than 300 contributors are made up of both academics and practitioners, and, as a result, much of the content is put into context using real-world examples. The more than 800 entries are generally U.S.-centric. Womenrsquo;s NBA teams were left out of this lineup, however, receiving only one general article about the league. This is a disappointment, considering the unique challenges inherent in marketing a womenrsquo;s professional franchise. Articles cover a variety of topics in the areas of business and marketing, franchises and organizations, sporting events, legal issues, sponsorship, and current issues in the field, like doping, gender equity, and salary escalation. Online, mobile, and social marketing receive considerable attention, with entries on Twitter and Facebook, pop-up and banner ads, and blogs and webcasts. The entries on managing events are perfect for student research and assignments. These offer a combination of discussion points including event overview, history, course design, local considerations, volunteers, marketing, and sanctions and sponsors. Sagersquo;s customary ldquo;Readersquo;s Guide,rdquo; lists of articles and contributors, index, and a chronology round out the material. Articles are signed and include see also references and further readings. The set is in full color, a rare yet refreshing characteristic of a multivolume reference work. Highly recommended for libraries supporting sports-management research. --Sue Polanka

About the Author Linda Swayne (Ph.D., University of North Texas) joined the University of North Carolina-Charlotte faculty in 1981, where she is now chair of the Marketing Department. She has served as president of the Charlotte Chapter of the American Marketing Association, Southern Marketing Association and Southwestern Federation of Administrative Disciplines. Dr. Swayne has written eleven textbooks. Her co-authored textbook, Strategic Management of Health Care Organizations, is in its fourth edition. She has published over 25 journal articles and scholarly papers and 30 case studies. Dr. Swayne was editor of the Case Research Journal from 1998 to 2001. She serves on the Steering Committee for the Metrolina Health Initiative, chairing the Marketing Committee. Previously, she served on the board of directors of the C.W. Williams Health Center, National Conference for Community and Justice, and the campaign board for the United Way of Central Carolinas.

Mark Dodds is an Associate Professor teaching sport marketing and sport law at the State University of New York, College at Cortland. He holds a J.D. from Marquette University Law School, a M.B.A. with a sport management concentration from Robert Morris University and a B.S. in Marketing Management from Syracuse University. While at MULS, he earned a Sport Law Certificate from the National Sport Law Institute. His research area is focused on legal issues of sport, the use of sport in civic engagement, sponsorship activation and sport brand equity creation and has published articles in journals such as: Marquette Sports Law, The Journal of Physical Education, Recreation and Dance, Journal of Sponsorship, International Journal of Sport Management and Marketing and College Athletics and the Law.