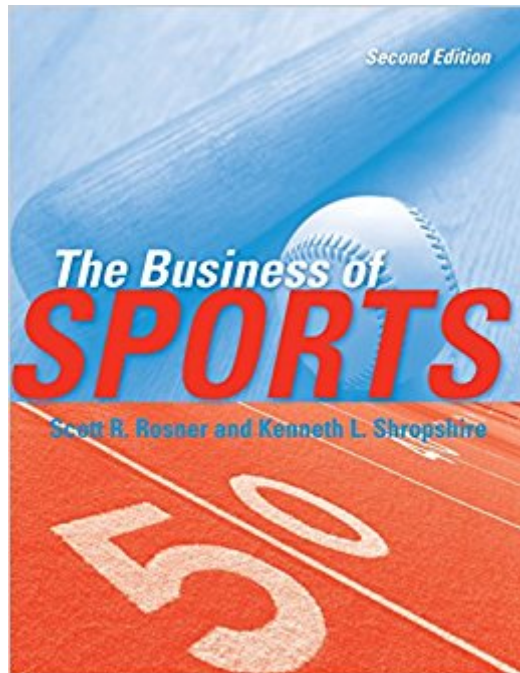




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The Business Of Sports, 2nd Edition



Synopsis

The Business of Sports, Second Edition is a comprehensive collection of readings that focus on the multibillion-dollar sports industry and the dilemmas faced by today's sports business leaders. It covers professional, Olympic, and collegiate sports, and highlights the major issues that impact each of these broad areas. The Second Edition provides insight from a variety of stakeholders in the industry and covers the major business disciplines of management, marketing, finance, information technology, accounting, ethics, and law. Each chapter features concise introductions, a broad range of focused readings and targeted discussion questions, and graphs and tables to convey relevant financial data and other statistics.

Book Information

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Customer Reviews

Great read! I'm currently a student in the SMBA program at San Diego State University and I had to read this for Sports Law class, which ironically was also taught by the author himself, Scott Rosner. This is a comprehensive look at the various focal points of business of sports along with some historical perspective, which really made the read enjoyable especially if you're interested in this subject! Definitely a must read for anybody who is looking to get more background information into the world of sports business.

This book is exactly what I asked for and provides a solid overview of real-world sports business knowledge, problems, and solutions. It contains real examples and excerpts from other publications, and is a valuable resource to those seeking sports business expertise.

Great book, I have used it a lot!

The best sports marketing book I've read so far. A lot of useful references, with great analysis & detailed studies. Highly recommended!

I will keep this book for future reference. It saved me a lot of money.

each chapter contains articles that are easy to read and specific to the chapter theme. Can read in short periods of time or as a book

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