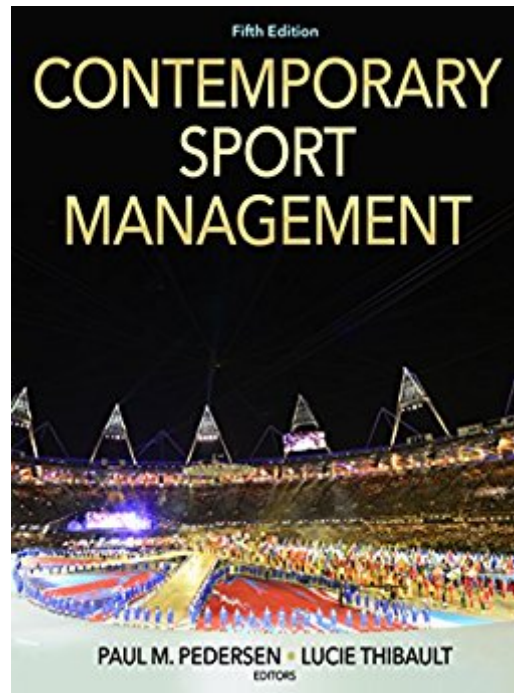




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Contemporary Sport Management, 5E



Synopsis

Contemporary Sport Management, Fifth, provides students with an overview of sport management by presenting extensive discussions of the foundational aspects of the profession and current topics from the field. The fifth edition continues to engage students with a full-color format and an integrated web study guide. The text also discusses the role of social media in revolutionizing the industry and the significance of sport as an international institution. Students will learn the relevance of legal, sociocultural, historical, political, and psychological concepts to the management of sport; the professional skills and attitudes of successful sport managers; and ways in which the globalization of sport continues to affect sport management professions.

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Customer Reviews

Condition was as expected. Rental price is ok. Needed for class.

Excellent analysis on the facets of sport management.

as far as a textbook goes, this is an excellent one

Food study lots of great information.

For a textbook, this is a good book.

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