

Acces PDF Strategic Sports  
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# *Strategic Sports Event Management Olympic Edition*

***The Olympic Games are the world's  
most complex and challenging***

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***sport mega-event to organize.  
Managing the Olympics is the first  
ever attempt to bring together the  
world's leading Olympic  
management researchers in one  
book and draws on the latest  
research into the management  
challenges faced by the organizers***

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***and key stakeholders of the Games. The third edition of Governance and Policy in Sport Organizations introduces readers to the power and politics of sport organizations. It explores the managerial activities essential to governance and policy development, and it looks at the***

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***structure and function of organizations like those with which readers will interact in the workplace. It also demonstrates where the power lies in an organization or industry segment and how individual sport organizations fit in to the greater***

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***industry. Current policy issues and the ethical questions they raise are also addressed. Real-world case studies demonstrate the types of dilemmas that sport managers face every day. In addition, professional administrators from a wide variety of sport organizations contribute***

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***their perspectives, giving readers a glimpse into the real concerns of sport professionals and the impact of governance and policy on their jobs. The book's practical foundations, readability, and logical organization all help readers to understand the big picture of the***

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***sport industry and their place in it as future sport managers. New to the third edition is a chapter on individual professional sport, which explores how this industry segment differs from professional sport leagues. In addition, contributions from Thierry Zintz, from the***

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***Universite catholique de Louvain,  
offer insights into European sport  
organizations.***

***This new edition of a widely  
adopted textbook equips students  
with a comprehensive  
understanding of the sport industry.  
With a focus on management,***



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***strategy, marketing and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice. Content specific to each of the vital stakeholders in the sport business is included. Foster, O'Reilly and Dávila present a set of modular***

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***chapters supported with  
international examples.***

***Supplementary materials available  
to instructors include mini-cases,  
full case studies, activities, in-class  
lecture materials and exercises to  
help students apply the decision-  
making approach to real-world***

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***situations. The book includes content about sport organizations, such as the Olympic Games, FIFA World Cup, the European Premier Leagues and Major North American Professional Sport Leagues. Stanford cases are updated for the second edition and entirely new***

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***chapters cover the latest topics, including esports, sports gambling, fantasy sports and crisis management. This is an ideal textbook for upper-level undergraduate and postgraduate students of sports business and management.***

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***The social, cultural and economic significance of sport has never been more evident than it is today. Adopting a critical management perspective, this book examines the most important themes and challenges in global sport management. From match-fixing,***

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***doping, bribery and corruption to corporate social responsibility, governance, and new media, it helps students, researchers and practitioners to understand the changing face of the global sport industry. Written by leading international sport management***

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***experts, Critical Issues in Global Sport Management includes twenty chapters and real-life case studies from around the world. It examines contemporary governance and management issues as well as the ethical challenges faced by the global sport industry, including***

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***questions of integrity and accountability in recent drug scandals that have been widely reported and debated. This book deals with such questions and many more, highlighting the fact that the global sport system is in urgent need of new and innovative***



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***solutions to these ongoing problems. Based on cutting-edge research from the US, UK, Australia, Europe and beyond, this book will add depth and currency to any course in sport management, sport business, sport development, or sport events.***

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***Just the Facts 101 Textbook Key  
Facts [to Accompany] Study Guide  
for Strategic Sports Event  
Management  
Managing Sport Events  
Stakeholder Analysis and Sport  
Organisations  
Olympic Marketing***

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***Contemporary Issues in Sport  
Management***

***The Politics of Sport***

Sport Governance provides a comprehensive guide to the practical application of governance principles to amateur and professional sport

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organisations operating at the community, state/provincial, national, and international levels. It presents a balanced view between accepted practice and what contemporary research evidence tells us about a range of governance

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principles and practices. Organised in three parts, the text provides the reader with \* an explanation of the concept of governance, key terms and definitions as well as the economic, political and social factors that impact on how the governance

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function is enacted within sport organisations; \* an understanding of the “mechanics” of governance – the elements of structure, process and performance that ensure the governance function is carried out within sport organisations; and \* a

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discussion of a number of contextual issues in sport governance, including dual leadership, ethics, governance change and future governance challenges. Sport Governance is essential reading for practitioners working and

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volunteering in the sport industry and upper level undergraduate and postgraduate students enrolled in sport and leisure management programs.

This book examines the policy, planning, development and



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implementation of disability sport events. It highlights the potential of sporting events for encouraging community sport participation, as well as influencing attitudes and awareness about disability in wider society, but also challenges

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assumptions about positive event legacies.

This open access book describes the three planning approaches and legacy impacts for the Olympic Games in one locale: the city of Los Angeles, USA. The author critically

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compares the similarities and differences of the LA Olympics by reviewing the 1932 and 1984 Olympics and by analyzing the concurrent planning process for the 2028 Olympics. The author unravels the conditions that make (or do not

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make) LA28s argument "we have staged the Games before, we can do it again" compelling. Setting the bids promises into the contemporary local and global mega-event contexts, the author analyzes why LA won the bids, how those wins

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allowed LA to negotiate concessions with the IOC and NOC, and how legacies were planned, executed, and ultimately evolved. The author concludes with a prediction which 2028 legacy promises might and might not be fulfilled given the local

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and international Olympic contexts. How do Olympic legacies come about? This book offers an alternative approach to the study of Olympic and mega-sport event legacy, challenging how legacy is conceptualised and practised. It

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shifts the focus from legacy as a retrospective concept concerned with what has been left behind after the Games, to a prospective one interested in actions and interactions stimulated by the Games. The book argues that creating Olympic legacy

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is a continuing four-stage process involving 'investing' (the accumulated common Olympic cultural capital), 'interpellating' (forming a trusteeship relationship where one party undertakes to change the capacity of another),



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‘developing’ (ensuring participation in interactions and resource development) and ‘codifying’ (documenting, sharing and remembering legacies so they become cultural capital). It presents a developmental approach to the

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Olympics which involves vision, trustees and trusteeship and is concerned with capacity building at individual, organisational and societal levels. Thinking of Olympic legacy as capacity building allows seeing the goal of legacy as an

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embodiment of the aspirations of the Olympic Movement and the Games to introduce radical change in society by transforming its structure. Rethinking Olympic Legacy is essential reading for all students and scholars within an interest in the

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Olympics, as well as for administrators, policymakers and planners involved with mega-sport events.

Strategic Sport Communication, 2E  
Routledge Handbook of Sports  
Event Management

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Strategic and Performance  
Management of Olympic Sport  
Organisations  
Routledge Handbook of Sport and  
Legacy  
Managing Major Sports Events  
Third edition

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**The book aims to outline the progress, problems and challenges of delivering a safe and secure Olympics in the context of the contemporary serious and enduring terrorist threat. The enormous media profile and symbolic significance of the Olympic Games,**

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**the history of terrorists aiming to use such high-profile events to advance their cause, and Al Qaeda's aim to cause mass casualties, all have major implications for the security of London 2012. Drawing on contributions from leading**

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**academics and practitioners in the field the book will assess the current terrorist threat, particularly focusing on terrorist targeting and how the Olympics might feature in this, before addressing particular response themes such as transport security, the role of surveillance,**



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**resilient designing of Olympic sites, the role of private security, and the challenge of inter-agency coordination. The book will conclude by providing an assessment of the legacy of Olympic security to date and will discuss the anticipated issues and**

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**dilemmas of the future. This book will be of interest to students of terrorism studies, security studies, counter-terrorism and sports studies.**

**Never HIGHLIGHT a Book Again!  
Virtually all of the testable terms,  
concepts, persons, places, and**

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**events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys:**

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9780080949628 9781856175234 .

**Sport is an essential part of community structure, membership and identity. Whether on the field of play, in stadia, or on the streets, sport has consistently brought together disparate individuals to share culture, values and**

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**memories. Nowadays these relationships are being rewritten through the effects of global socio-economic practices, the interventions of government, the impact of cultural imperialism and, at the local level, through the actions of individuals and new**

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**constituencies that are emerging in response. Furthermore, this generates discourse on matters of regional and national identity. This themed issue presents a range of essays that examine the relationship between sport and society through the conceptual**

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**lenses of community, mobility and identity. Drawing upon insights from contemporary history and current political phenomena from leading academic specialists in the field, the issue addresses cross-cutting themes such as loyalty and allegiance, migration and**

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**integration, identity and collective memory, and the politics of resistance and change, which will be of interest to the political scientist, the contemporary historian and sport scholar alike. This book was previously published as a special edition of the journal**



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**Sport in Society.**

**Now available in a fully revised and updated third edition, Sport Management: Principles and Applications examines the nature of the sport industry and the role of the state, non-profit and professional sectors in sport. It**

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**focuses on core management principles and their application in a sporting context, highlighting the unique challenges faced in a career in sport management. Written in highly accessible style, each chapter has a coherent structure designed to make key information**

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**and concepts simple to find and to utilize. Chapters contain a conceptual overview, references, further reading, relevant websites, study questions and up-to-date case studies from around the world to show how theory works in the professional world. Topics covered**

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**include: strategic planning  
organizational culture  
organizational structures human  
resource management leadership  
governance financial management  
marketing performance  
management. This book provides a  
comprehensive introduction to the**

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**practical application of  
management principles within sport  
organizations. It is ideal for first and  
second year students studying  
sport management related courses,  
as well as those studying business  
focused and human  
movement/physical education**

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**courses who are seeking an  
overview of sport management  
principles. Visit the companion  
website at  
[www.routledge.com/textbooks/hoye](http://www.routledge.com/textbooks/hoye)  
Olympic turnaround  
Sport Management in Australia  
Leveraging Disability Sport Events**

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**Olympic Edition, Guy Masterman  
2nd Ed**

**Planning Legacies**

**Governance and Policy in Sport  
Organizations**

*Managing Sport Mega-  
Events explores global*

*developments in the  
management of sport mega-  
events. Sport mega-events  
such as the Olympic Games  
and the Football World Cup  
have been examined from a  
number of academic*



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*perspectives including history, sociology, politics, urban planning and economics. What is lacking, however, is a book which identifies and evaluates the current issues and*

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*complexities faced by those charged with the responsibility of managing these sport mega-events. This book fills the gap. The book addresses three broad but interconnected themes.*

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*First, strategic matters are explored focusing on the rise of sport mega-events, the management of stakeholders and governance issues.*

*Second, how organisers can best ensure the sustainable*

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*management of sport mega-events is considered. Third, operational matters and related issues are examined including media management, broadcast management, venue*

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*management, risk  
management, marketing and  
sponsorship management.  
The book draws on leading  
international sport  
management scholars, each  
of whom has expertise in the*

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*organisation of sport mega-events. It makes a valuable contribution to the existing literature.*

*From the Olympic Games to community-level competitions, sports events*

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*can be complex and pose a particular set of managerial challenges. The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of*

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*every size and scale, from small to mega-events, including one-off and recurring events, and single-sport and multi-sport events. The book adopts a unique stakeholder perspective,*



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*structured around the  
groups and individuals who  
have an interest in and co-  
create sports events,  
including organising  
committees, promoters,  
sport organisations,*

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*spectators, community groups, sponsors, host governments, the media and NGOs. Each chapter addresses a specific stakeholder, defines that stakeholder and its*

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*relationships with sports events, describes the managerial requirements for a successful event, assesses current research and directions for future research, and outlines the*

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*normative dimensions of stakeholder engagement (such as sustainability and legacy). No other book takes such a broad view of sports event management, surveying key theory,*

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*current research, best practice, and moral and ethical considerations in one volume. With contributions from leading sport and event scholars from around the world, the Routledge*

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*Handbook of Sports Event Management is essential reading for any advanced student, researcher or professional with an interest in sport management, sport development, sport policy or*

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*events.*

*The hosting of sports events  
- whether large  
international events, or  
smaller niche interest events  
- has huge and long-lasting  
impacts on the local*

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*environment, economy and industry. Strategic Sports Event Management: Olympic Edition provides students and event managers with an insight into the strategic management of sports*



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*events of all scales and nature. The framework offers a planning process that can be used to understand the importance of a strategic approach, and shows how to implement*

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*strategies that can achieve successful sports events over the short and long-term. The text uses international case studies throughout to offer real-world insight in both larger*

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*and smaller events. Plus, in this new Olympic edition, a case study from the Beijing Olympiad is included in each chapter. Through this topical and timely addition to the text, we can*

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*understand the lessons to be learned by events managers of events of all sizes. Written by an experienced author and using first-hand research the text looks at: the organizations involved*

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*such as the IOC, FIFA and IAAF, and their interactions with charities, the media and promoters the short-term and long-term benefits of the planning process evaluating the event, its*

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*impacts and legacies  
operational strategies  
including finance, ticketing,  
transport, venues, IT,  
communications, equipment  
and personnel the bidding  
process and what is required*

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*for a successful bid  
Strategic Sports Event  
Management: Olympic  
Edition builds on the  
substantial success of the  
first edition and is vital  
reading for students and*

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*practitioners alike.*

*'Contemporary Issues in  
Sport Management presents  
an extensive array of  
absorbing contemporary  
issues relevant to managing  
sport. Internationally*



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*recognised scholars have  
contributed thought-  
provoking chapters on  
current global and local  
issues that are challenging  
traditional ways of thinking  
about and delivering sport.*

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*This exciting new book is rich in theory and stimulates readers to really think through the associated implications for sport management practice.'*

*-Tracy Taylor, Professor and*

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*Deputy Dean, University of  
Technology Sydney Business  
School Contemporary Issues  
in Sports Management  
offers a rich and dynamic  
introduction to the  
management of sport. An*

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*essential companion for all students embarking on a sports management course or module, it draws on research expertise from around the world and integrates these*

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*perspectives into engaging  
and accessible chapters.*

*This book offers:*

*Contemporary and  
international case studies  
followed by 'Tools for  
analysis' so students can put*

*the methodology into  
practice. A range of  
pedagogical features  
including learning  
objectives, learning  
outcomes and short  
'Thinking points' Useful*

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*websites and further reading  
at the end of each chapter A  
discussion of up-to-date  
issues including corruption  
in sport, sport policy,  
doping, athlete  
transgressions and much*

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*more. This book will lead students on a comprehensive exploration of global, national issues, and organizational issues in sport management. The authors encourage critical*



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*thought, investigation and  
the questioning of current  
practice in order to improve  
the leadership and  
management of sport in  
today's society. Ideal for  
Undergraduate students of*

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*sport management, sport  
business, sport policy, sport  
marketing and sport  
development.*

*Culture, Politics, and  
Spectacle in the Olympics  
and the Football World Cup*

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*Concepts and Cases*

*A Critical Introduction*

*Studyguide for Strategic*

*Sports Event Management:*

*Olympic Edition by Guy*

*Masterman, ISBN*

*9780080949628*

*Page 91/252*

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*Sports Business  
Management*

*An organisational overview*

Acknowledging China ' s established status as a global sporting superpower, this is the first book to systematically investigate sport policy in that country.

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With a focus on sport development in the most recent three decades, Sport Policy in China explores a wide range of topics in Chinese sport, including elite sport development, professional sports, major sports events, sport for all, the political context within which sport is

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interiorised and the distinctive sporting status of Hong Kong. It examines the debates around policy, globalisation, diplomacy and soft power, as well as the significance of the principle of ‘ one country, two systems ’ . With international appeal, this book is a

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valuable resource for students and researchers in the fields of sport policy, sport management, sport development and sport sociology.

The aim of this book is to present, in a simple and practical way, the current knowledge of management that has been

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developed by and for Olympic Sport Organisations (OSOs) worldwide. The book is composed of six chapters that cover six key competencies expected of OSO managers: 1/ Organising an OSO by understanding its environment, internal structure and operations. 2/



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Managing an OSO strategically by preparing, carrying out and evaluating a strategic plan. 3/ Managing human resources in an OSO through the development of rules and regulations, recruitment, motivation and training. 4/ Managing an OSO's finances using

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appropriate and transparent procedures.

5/ Managing marketing in an OSO in line with the global strategy of the organisation, stakeholders' requirements and sponsorship opportunities. 6/ Organising major sport events, when appropriate for the organisation's

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strategy and when compatible with available human resources and facilities. Explains why cities dig deep in their pockets to host the Olympics and countries breed teams for success on the world soccer stage.

The Olympic Games have become the

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definitive sports event, with an unparalleled global reach and a remarkably diverse constituency of stakeholders, from the IOC and International Federations to athletes, sponsors and fans. It has been estimated, for example, that 3.6 billion people

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(about half of the world population) watched at least one minute of the Beijing Games in 2008 on television. The driving force behind the rise of the modern Olympics has been the Olympic marketing programme, which has acted as a catalyst for cooperation between

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stakeholders and driven the promotion, financial security and stability of the Olympic movement. This book is the first to explain the principles of Olympic marketing and to demonstrate how they can be applied successfully in all other areas of sports marketing and

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management. The book outlines a strategic and operational framework based on three types of co-productive relationships (market, network and informal) and explains how this framework can guide professional marketing practice. Containing case

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studies, summaries, insight boxes and examples of best practice in every chapter, this book is important reading for all students and practitioners working in sports marketing, sports management or Olympic studies.

Sport Facility and Event Management



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How the Olympic Bid Process Can  
Accelerate Transportation Development  
Critical Issues in Global Sport  
Management  
Principles and Applications  
Managing Olympic Sport Organisations  
International Sport Management

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*Valuable guidance on  
strategically  
evaluating, managing and  
driving the performance  
of sport organisations.  
Includes case studies  
and strategic plan*

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examples.

*"Marketing of Olympic  
sport organisations" was  
developed for use in the  
Executive masters in  
sports organisation  
management (MEMOS)*

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*programme. It offers  
valuable insight into  
the purposes of Olympic  
sport organisations as  
well as the differences  
between profit-motivated  
sport businesses and not-*

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*for-profit sport organisations. The book also shows how to integrate the two increasingly similar concepts into a marketing strategy.*

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*Running a successful sporting event—whether it's a local event, state championship, or international competition—requires the knowledge and skills to*

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*plan, organize, promote,  
lead, and communicate  
effectively. Managing  
Sport Events, Second  
Edition With Web  
Resource, will prepare  
readers to manage events*

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*with ease, guiding them through the entire process, from event conception to postevent evaluation. Merging research findings with best practices, Managing*



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*Sport Events, Second Edition, presents the key principles of event management to prepare students to enter the field with the skills needed to immediately*

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*engage in event  
production and  
evaluation. With updated  
references throughout,  
the second edition  
emphasizes practical  
application by offering*

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*plenty of contemporary  
examples and learning  
opportunities for  
students: New industry  
profiles at the  
beginning of each  
chapter showcase*

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*professionals putting  
theory into practice  
Added sections address  
emerging trends and  
topics, such as  
sustainability and event  
security Examples show*

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*how new technologies can  
be utilized for event  
management and event  
presentation Scenarios  
highlighting  
recreational and  
community events better*

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*represent smaller-scale  
events such as a local  
5K run or a youth  
basketball tournament  
Case studies and  
learning activities at  
the end of each chapter*

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*allow students to put  
theory into practice A  
new web resource offers  
mini case studies with  
multiple-choice  
questions that provide  
immediate feedback to*

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*help students gauge  
their comprehension  
Managing Sport Events,  
Second Edition, leads  
students through the  
reality of what it takes  
to conduct a successful*



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*event. Starting with event conception and development, the text then addresses key planning areas, including staffing, budgeting, marketing,*

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*promotion, sponsorship,  
and legal and risk  
management. It then  
moves into key  
operational areas such  
as services, logistics,  
and on-site management,*

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*and it concludes the  
process with postevent  
duties and  
considerations. Managing  
Sport Events, Second  
Edition, integrates the  
traditional business*

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*segments of sport  
management with the  
unique requirements of  
event management. This  
guide is an essential  
resource for current and  
future professionals*

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*working in parks and  
recreation, tourism and  
hospitality, and sports  
at all levels—youth,  
high school, college,  
amateur, minor league,  
professional, and*

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*international  
competition.*

*What remains of a great  
sporting spectacle after  
the last race is run or  
the final match is  
played? How can the vast*

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Edition

*expense of mounting such  
events be justified?*

*What if there is nothing  
left behind or what if  
the legacy is negative,  
a costly infrastructure  
which is unused or a*

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*debt-ridden host city?  
The Routledge Handbook  
of Sport and Legacy  
addresses perhaps the  
most important issue in  
the hosting of major  
contemporary sporting*



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*events: the problem of  
'legacy'. It offers a  
rigorous, innovative and  
comparative insight into  
this contested concept  
from interdisciplinary  
and practical*

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*perspectives. Major events must now have a conscious, credible and defined policy for legacy to meet public expectations. The book provides a comprehensive*

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*survey of the various kinds of legacy that can be delivered, as well as a close examination of the potential benefits and practical challenges involved in each. From*

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*'hard' legacies, such as  
stadia and  
infrastructure, to  
'soft' legacies  
including skill  
development, attitude  
change and capacity*

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*building, the book  
offers both a historical  
case study and an  
innovative strategic  
management approach, and  
establishes the limits  
of what can*

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*realistically be  
achieved in terms of  
economic, social,  
cultural, physical and  
sporting development.  
The Routledge Handbook  
of Sport and Legacy*

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*includes contributions  
from world leading  
scholars and  
practitioners and  
features detailed case  
studies of major sports  
events from around the*

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*world, including the  
FIFA World Cup and ten  
Olympics Games from  
London in 1908 to London  
2012. It is invaluable  
reading for students and  
researchers working in*



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*sport studies, events  
management, human  
geography, economics or  
planning, and an  
essential reference for  
any professional engaged  
in delivering legacy*

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*through sport.*

*A Strategic Guide for  
Bidders and Sports  
Property Owners*

*How the Olympic games  
stepped back from the  
brink of extinction to*

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*become the world's best  
known brand - and a  
multi-billion dollar  
franchise*

*National Identity and  
Global Sports Events  
Marketing of Olympic*

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*Sport Organisations*

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**Sport Facility and Event  
Management focuses on the  
major components of both  
facility and even**

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management: planning,  
financing, marketing,  
implementation, and  
evaluation. It integrates  
timely theoretical  
foundations with real  
world practicality and

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application to provide the reader with a strong foundation in facility and event management. The authors focus on a broad range of facilities and events to demonstrate the

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diversity of the industry,  
which encompass  
recreation, leisure,  
health and fitness, in  
addition to the more  
commonly discussed sport  
facilities and events. The

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texts robust pedagogy  
includes chapter learning  
objectives, industry  
expert spotlights,  
vignettes, case studies,  
discussion questions, and  
tip points, as well as



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actual examples from the industries covered throughout the book. The hosting of sports events - whether large international events, or smaller niche events - can

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have a significant and long-lasting impact on the local environment, economy and society. Strategic Sports Event Management provides students and event managers with an

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insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a unique conceptual framework with

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a practical, step-by-step  
guide to planning,  
organising, managing and  
evaluating events, the  
book explains the  
importance of adopting a  
strategic approach,

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showing how to implement strategies that lead to successful outcomes over the short and long-term. This fully revised and updated third edition uses international case studies

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in every chapter, from the NBA and NFL to Formula One and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven

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throughout the book are a series of in-depth studies of the London Olympic Games, the ultimate sporting event and an important point of reference for all

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practising and aspiring  
event managers. The book  
covers every key aspect of  
the sports event  
management process,  
including sports  
organizations, such as the



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IOC, FIFA and IAAF, and  
their interactions with  
event partners, the media  
and promoters short-term  
and long-term benefits of  
the planning process event  
impact and legacy

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operational functions  
including finance,  
ticketing, transport,  
venues, IT, human  
resources, and security  
marketing and  
communications, including

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social networking and new  
media the bidding process  
research and evaluation.

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accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students of sport management or event

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practising event managers  
looking to develop their  
professional skills..  
Managing Major Sports  
Events: Theory and  
Practice is a complete

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introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability.

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Venues and ceremonies •  
Communications and  
technology (including  
social media) • Functional  
area considerations  
(including sport,

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protocol, and event  
services) • Security and  
risk management • Games-  
time considerations •  
Event wrap-up and  
evaluation • Legacy and  
sustainability This

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revised edition includes expanded coverage of cutting-edge topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and

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managing Games-time. Each chapter combines theory, practical decision-making exercises and case studies of major sports events from around the world, helping students and

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practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an 'Outlook, Trends and

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management or  
international sports  
management, and an  
invaluable resource for  
all sport management  
researchers, practitioners

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and policy-makers. Online resources include PowerPoint slides, multiple choice questions, essay questions and decision-making exercises. Strategic Sport



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create, disseminate, and  
manage messages to their  
constituents.

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Sport

Decision Making Around the

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Terrorism and the Olympics  
Meeting the Challenge of  
Major Sports Events  
Impacts, Promises, and  
Possibilities  
Managing People in Sport

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## **Organizations**

In 2012, over four billion people tuned in to watch the London Summer Olympics. As the single largest mega-event in the world, the

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Olympics has the power to captivate the global imagination. Long before athletes vie for a gold medal, however, competition between cities eager to host the

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Games kicks off with a rigorous bid process. The lengthy and expensive endeavor to host the Olympics is as high-stakes as any sporting event. Rather

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than encouraging cities  
to refrain from bidding,  
Bidding for Development  
takes a policy approach  
that challenges  
stakeholders to bid  
responsibly and

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strategically in pursuit  
of concrete outcomes.

Every bid city has the  
potential to accelerate  
long-term transportation  
development through a  
strategic and robust



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planning process. This book concentrates on the phenomenon of repeat Olympic bids and the opportunities that may come from bidding, particularly for those

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cities that never win the Games. In this context, Bidding for Development explores the intersection between transportation infrastructure

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development, the Olympic bid process, and the resulting legacies experienced by bid losers. The findings address the central question: how can

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participating in the  
Olympic bid process  
accelerate  
transportation  
development regardless  
of the bid result? In  
response, this book

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presents a Bid Framework  
outlining how and when  
cities may use the bid  
to unite resources,  
align transportation  
priorities, and empower  
leaders to achieve urban

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development objectives in preparation for the Olympic bid. The Bid Framework is then applied to two case studies, Manchester and Istanbul, to examine

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each bid loser's effectiveness in using the bid process to catalyze transportation development. Concurrently, the book takes into consideration

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how the International Olympic Committee's evolving bid regulations and requirements relate to urban development and positive social legacy.  
Bidding for Development



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delivers actionable  
recommendations for all  
Olympic stakeholders to  
improve the value of the  
bid process and  
transportation benefits  
beyond the Games.

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International Sport  
Management is the first  
comprehensive textbook  
devoted to the  
organization,  
governance, business  
activities, and cross-

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cultural context of modern sport on an international level. As the sport industry continues its global expansion, this textbook serves as an invaluable

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guide for readers as they build careers that require an international understanding of the relationships, influences, and responsibilities in

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Through a systematic presentation of topics and issues in international sport, this textbook offers a long-overdue guide for

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students in this  
burgeoning subfield in  
sport management.

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and Bravo have assembled  
contributors from all  
corners of the globe to

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present a truly  
international  
perspective on the  
topic. With attention to  
diversity and multiple  
viewpoints, each chapter  
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distinguished academics  
and practitioners in the  
field. A foreword by  
esteemed sport  
management scholar Dr.  
Earle Zeigler emphasizes  
the importance of a



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dedicated study of the issues in international sport management. All chapters in the text use a global perspective to better showcase how international sport

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operates in various  
geopolitical  
environments and  
cultures. The text is  
arranged in five parts,  
each serving a unique  
purpose: •To outline the

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issues associated with international sport management •To examine sport using a unique perspective that emphasizes its status as a global industry •To

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introduce the structure  
of governance in  
international sport •To  
examine the management  
essentials in  
international sport •To  
apply these strategies

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in the business segments  
of sport marketing,  
sport media and  
information technology,  
sport facilities and  
design, sport event  
management, and sport

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tourism Written to  
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opportunities affecting  
sport management  
worldwide. Chapter  
objectives, key terms,  
learning activities,  
summaries, and  
discussion questions



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guide learning in this wide-ranging subject area. In addition, extensive reference sections support the work of practitioners in the field. With

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sport managers can  
develop an increased  
understanding of the  
range of intercultural

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competencies necessary for success in the field. Using a framework of strategic and total-quality management, the text allows readers to examine global issues

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from an ethical perspective and uncover solutions to complex challenges that sport managers face. With this approach, readers will learn how to combine

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knowledge in  
international sport to  
lead their current and  
future careers.

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readers a multifaceted  
view of the issues,  
challenges, and  
opportunities in  
international sport  
management as well as  
the major functional

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areas that govern international sport. The text provides students, academics, and practitioners with critical insights into the practice of business

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as it applies to  
international sport.  
When the athletes enter  
the stadium and the  
Olympic flame is lit,  
the whole world watches.  
Billions will continue



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to follow the events and  
to share in the  
athletes' joys and  
sorrows for the next  
sixteen days. Readers of  
this book, however, will  
watch forthcoming

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editions of the Olympic Games in a completely different light. Unlike many historical or official publications and somewhat biased commercial works, it

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provides -- in a clear,  
readable form --  
informative and  
fascinating material on  
many aspects of what  
Olympism is all about:  
its history, its

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organization and its actors. Although public attention is often drawn to various issues surrounding this planetary phenomenon -- whether concerning the

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International Olympic  
Committee, the athletes,  
the host cities or even  
the scandals that have  
arisen -- the Olympic  
System as such is  
relatively little known.

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What are its structures,  
its goals, its  
resources? How is it  
governed and regulated?  
What about doping,  
gigantism, violence in  
the stadium? In addition

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to providing a wealth of information on all these subjects, the authors also show how power, money and image have transformed Olympism over the decades. They

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round off the work with  
thought-provoking  
reflections regarding  
the future of the  
Olympic System and the  
obstacles it must  
overcome in order to



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survive.

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comprehensive overview  
of the theory and  
practice of managing  
people within a

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strategic framework.

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a range of strategic  
human resource  
management approaches  
that can be used by

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sport organizations to respond to contemporary challenges and to develop a sustainable performance culture. Drawing on well-established conceptual

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and appraisal motivation  
and reward  
organizational culture  
employee relations  
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resources for students  
and instructors,  
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other book offers such

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an up-to-date  
introduction to core  
concepts and key  
professional skills in  
HRM in sport, and  
therefore Managing  
People in Sport



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Organizations is essential reading for any sport management student or any HR professional working in sport.

Theory and Practice

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Bidding for Development  
Leveraging Legacies from  
Sports Mega-Events  
Strategic Sports Event  
Management  
A Strategic Human  
Resource Management

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## Perspective

This volume offers a panoramic and interdisciplinary view of the growing field of Sports Mega-Event studies. Contributions explore leveraging strategies and the legacies from previous sports megas (London, Seoul, Sydney, Vancouver) and

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recent and future 'emerging' states and their hosting strategies (India, China, Qatar, Russia, Brazil).

Strategic Sports Event  
ManagementRoutledge

The hosting of major sporting events can be a key tool in the development of cities and countries around the

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world. If carried out effectively these events can not only bring prestige to an area but can leave the local population with a legacy of improved infrastructure and facilities.

Managing Major Sports Events:  
Theory and Practice is a complete  
introduction to the principles and

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practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy. The book draws closely on the authors' personal practical experiences of day-to-day management during the 2010 Winter Olympics in Vancouver, now widely

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regarded as the gold standard of Olympic organisation. Drawing on the latest research from across multiple disciplines, it covers every key area in the event management process, including: Bidding, leadership and planning Venue implementation Communications

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(e.g., media, marketing and sponsorship, technology) Functional area considerations (e.g., sport, protocol, security and risk management) Games-time considerations Ceremonies Legacy and sustainability. Each chapter contains a unique combination of



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theory, practical decision-making exercises and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. A companion website includes self-test

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event management or international sports management and an invaluable resource for all sport management researchers and professionals.

This book provides a critical examination of the origins and development of stakeholder theory

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within sport management research and expands the existing literature by providing insights on stakeholding in sport from various perspectives, such as governance, communication, and marketing. Examining cases from around the world and from a wide range of different sporting

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contexts, each chapter reflects on key insights derived from stakeholder theory before offering an analysis of the limitations of the theory and the ways in which it might be fruitfully extended or developed. It offers suggestions on how the literature on stakeholding in

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sport can be advanced in order to provide knowledge relevant not only to sport studies, but also to organization theory more broadly, and points to future avenues of inquiry in order to extend the reach of stakeholder theory and other inter-organizational perspectives in sport

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management research. Stakeholder Analysis and Sport Organisations is fascinating reading for any advanced student, researcher, policy maker or practitioner with an interest in sport management, sport governance, sport development or organisational theory.

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The International Olympic  
Committee and the Olympic System  
Managing the Olympics  
Sport Policy in China  
Major Event Security and Lessons for  
the Future  
Community, Mobility, Identity



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**The story of the Olympic Games contains some remarkable business lessons. It is the story of how the nearly-bankrupt Olympic movement edged away from the abyss through visionary, and sometimes hard-headed**

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**balancing act as an amateur organization struggled with and eventually embraced the business world. But it did so on its own terms, maintaining its identity, not compromising its core values and, in the process,**

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**establishing many of the  
ground rules of today's  
sports marketing industry.  
Olympic Turnaround is also  
the story of the broadcast  
industry's love affair with  
sport. It charts how  
companies began to**

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**understand the power of sport as a marketing and promotional tool. It is also a cautionary tale of success and failure – about how some nations learned to embrace the potential of hosting the world, while others, because**

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**of short-sighted political  
agendas, failed to see the  
opportunity. Packed with  
previously untold stories  
and case studies, this is  
the commercial story of the  
world's most valuable and  
important franchise, the**

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**largest event in the world,  
the Olympic Games.**

**Sport is one of Australia's  
major industries, as well as  
one of our most popular  
pastimes. From council  
playing fields to Olympic  
competition, sport is highly**

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**organised and structured.  
Sport Management in  
Australia provides a  
comprehensive overview of  
the organisation of sport in  
Australia. It outlines  
trends in participation, the  
role of government and**



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**private organisations,  
different models of  
delivering sporting  
services, and the benefits  
and drawbacks of increasing  
commercialisation. Fully  
revised and updated, this  
fifth edition includes**

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**society. Drawing on examples and comparisons from countries around the world, and with extended case studies, Sport Management in Australia is the indispensable starting point for anyone embarking on a**

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Sport Governance  
Rethinking Olympic Legacy  
Los Angeles and the Summer  
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