



# Contemporary Issues in Sport Management: A Critical Introduction

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‘*Contemporary Issues in Sport Management* presents an extensive array of absorbing contemporary issues relevant to managing sport. Internationally recognised scholars have contributed thought-provoking chapters on current global and local issues that are challenging traditional ways of thinking about and delivering sport. 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 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 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 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 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 more.

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

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### Editorial Review

#### Review

*Contemporary Issues in Sport Management: A Critical Introduction* presents an extensive selection array of absorbing contemporary issues relevant to managing sport. Internationally recognised scholars have contributed thought provoking chapters on current global and local issues that are challenging traditional ways of thinking about and delivering sport.

Hot topics such as corruption, doping, ethics, player transgression, social media, innovation and corporate social responsibility will engage students in thinking about the dynamic nature of sport and organisational implications. The Tools for Analysis and Action Learning questions provide a great basis for students to employ higher-level thinking strategies to the diverse array of incredibly interesting 'real life' Sport Cases presented in each chapter.

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

(Tracy Taylor 2015-06-24)

With this edited and timely volume, Byers and her international expert contributors provide an expansive and easily digestible overview of key issues in sport management. From a critical perspective contemporary topics are examined within each chapter's introductory, case study, analysis, and action learning sections.

(Paul M. Pedersen)

Byers's excellent textbook provides a comprehensive and diverse introduction to relevant issues in the theory, principles, and practices of contemporary sport administration...a useful introduction and reference resource for anyone interested in sport administration and management. (S. R. Kahn, University of Cincinnati)

A valuable and useful book for any student of sport management to have ready at hand. (Søren Bennike, Department of Nutrition, Exercise and Sports, University of Copenhagen)

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##### George Nygaard:

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