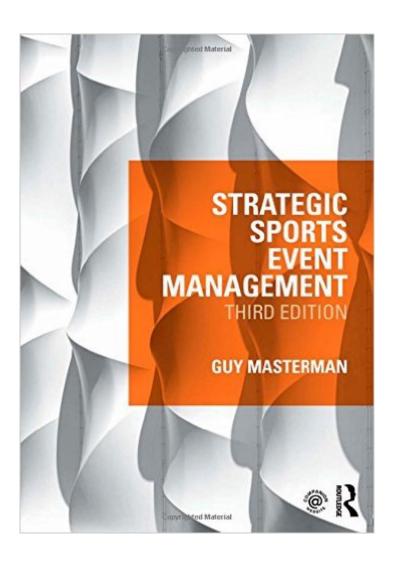
## The book was found

# Strategic Sports Event Management: Third Edition





## **Synopsis**

The hosting of sports events â " whether large international events, or smaller niche events â " can 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 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 a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, 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 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 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 practising and aspiring event managers. The book covers every key aspect of the sports event management process, including sports organizations, such as the 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 operational functions including finance, ticketing, transport, venues, IT, human resources, and security marketing and communications, including social networking and new media the bidding process research and evaluation. Strategic Sports Event Management is the leading sports event management textbook and is now 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 management, and all practising event managers looking to develop their professional skills...

### **Book Information**

Paperback: 436 pages

Publisher: Routledge; 3 edition (July 12, 2014)

Language: English

ISBN-10: 0415532795

ISBN-13: 978-0415532792

Product Dimensions: 6.8 x 1 x 9.6 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 1.0 out of 5 stars Â See all reviews (2 customer reviews)

Best Sellers Rank: #1,025,248 in Books (See Top 100 in Books) #1 in Books > Sports &

Outdoors > Miscellaneous > Sports Facilities Management #115 in Books > Business & Money >

Processes & Infrastructure > Facility Management #263 in Books > Business & Money >

Industries > Sports & Entertainment > Sports

#### Customer Reviews

Not very well put together. No new information. Just the same stuff as has been published many times before. Don't bother buying it.

No Pages Numbers!! Makes it impossible to cite correctly for papers. Going to ask for a refund from , it should be CLEARLY stated when Page Numbers are not included.

#### Download to continue reading...

Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning -Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1) Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series Event Planning: Event Planning and Management -How to Start Successful Event Planning Business! Strategic Sports Event Management: Third edition The Wow Factor: Creating Your Event and Designing Your Career in Event Planning How to Become an Event Planner: The Ultimate Guide to a Successful Career in Event Planning Event Planning Law for Small Businesses: A No-nonsense Guide for Startup Event Planners Event Planning: Plan Events Like a Professional, Impress Your Clients and be Your Own Boss in 12 Simple Steps (event planning, experience, organise, manage, ... be your own boss, work from home Book 4) Mental Combat: The Sports Psychology Secrets You Can Use to Dominate Any Event! Real Options Analysis (Third Edition): Tools and Techniques for Valuing Strategic Investments and Decisions with Integrated Risk Management and Advanced Quantitative Decision Analytics Football: How It Works (The Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Sports Illustrated For Kids Year In Sports 2007 (Scholastic Year in Sports) Sport Facility And Event Management Event Risk Management and Safety Key Concepts in Event Management (SAGE Key Concepts series) The International Dictionary of Event Management Sports Marketing: A Strategic Perspective (4th Edition) Sports Marketing: A Strategic Perspective, 5th edition Handbook of Market Segmentation: Strategic Targeting for Business and Technology Firms, Third Edition (Haworth Series in Segmented, Targeted, and Customized Market) The Complete Guide to Successful Event Planning with Companion CD-ROM REVISED 2nd Edition

