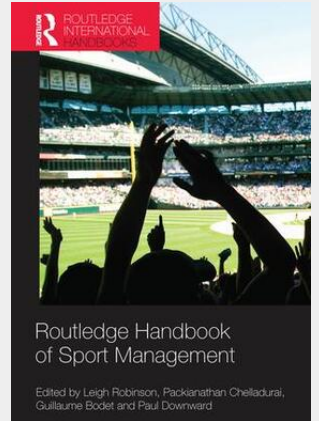


## Routledge Handbook of Sport Management

---

The Routledge Handbook of Sport Management is the most up-to-date and comprehensive guide to theory and practice in sport management ever published. It provides students and scholars with a broad ranging survey of current thinking in contemporary sport management, exploring best practice in core functional areas and identifying important future directions for new research. Key topics covered in the book include: - managing performance - marketing - human resource management - the economics and finance of sport - strategy - managing change - governance of sports organizations - customer relations - branding and retail. With contributions from leading scholars and professionals from around the world, the book illustrates the global nature of contemporary sport business and highlights the opportunities and challenges for managers operating in an international market place. Representing a definitive survey of contemporary issues in sport management, this is an essential reference for all students, scholars and practitioners working in sport.



**69,50 €**

64,95 € (zzgl. MwSt.)

*Lieferfrist: bis zu 10 Tage*

---

**Artikelnummer:** 9781138777255

**Medium:** Buch

**ISBN:** 978-1-138-77725-5

**Verlag:** Routledge

**Erscheinungstermin:** 28.03.2014

**Sprache(n):** Englisch

**Auflage:** Erscheinungsjahr 2014

**Serie:** Routledge International Handbooks

**Produktform:** Kartoniert

**Gewicht:** 837 g

**Seiten:** 496

**Format (B x H):** 174 x 246 mm

