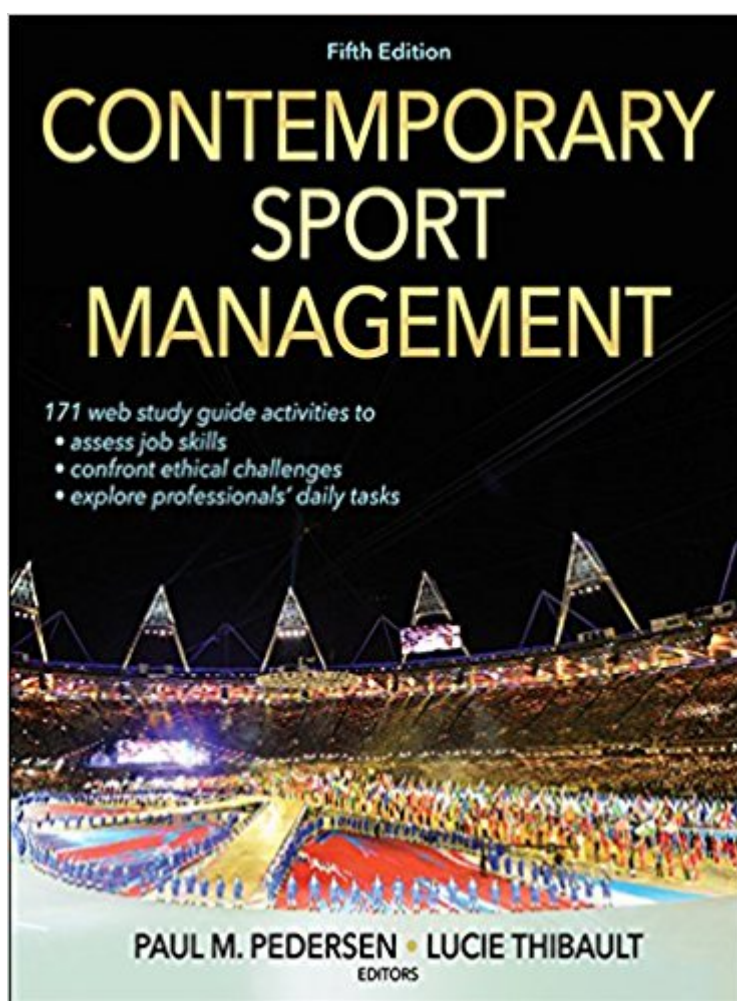


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# Contemporary Sport Management-5th Edition With Web Study Guide



## Synopsis

Contemporary Sport Management, Fifth Edition With Web Study Guide, 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. One of the top-selling textbooks in the field, the fifth edition retains many of its popular learning tools for students and also offers several key additions:

- Social media sidebars in every chapter prepare future sport managers to confront some of the unique challenges and opportunities of this growing phenomenon.
- Professional profiles containing a biography, Q&A, and associated web study guide activity allow students to gain realistic views into the roles of sport managers.
- Enhanced ancillaries include a new image bank and chapter quizzes compatible with learning management systems to further support classroom instruction and testing.
- A student web study guide now contains more than 171 fully integrated activities to provide opportunities for real-world application.
- A retrospective from cofounding editor Janet Parks illustrating how the outstanding roster of contributors has been a hallmark of this title from the beginning.

The text also contains a variety of updated learning tools, including international sidebars with associated activities, a timeline, ethics and critical thinking sections, a running glossary, chapter objectives, end-of-chapter reviews, and references to help students stay engaged with the material and understand key concepts and terms. In addition, the web study guide (WSG) contains multiple interactive learning experiences that assist students in retaining the information. Each chapter of the text includes several cross-references to the WSG, allowing students to take advantage of the following features:

- Professional profile activities encourage students to test their expectations of the challenges that sport industry professionals face on a daily basis.
- Job announcement activities demonstrate the skills that prospective employers seek in particular sport settings.
- Web searches point students to the vast amount of information available online.
- Portfolio activities help students reflect on questions related to the critical thinking and ethics sections of each chapter. Upon completion of the activities, students will have constructed a portfolio of their reflections on issues they might face as future sport management professionals.
- Learning in Action activities help students

understand and apply the concepts covered in each chapter. With 20 chapters written by 44 expert contributors, *Contemporary Sport Management*, Fifth Edition, begins with an overview of the field and historical aspects of the industry. Next, the attributes of effective and professional sport managers and the relevance of managerial and leadership concepts applied to sport management are discussed. In part II, students learn about the major settings in which sport management professionals work today, including professional and amateur sport management sites, sport management agencies, and sport tourism venues. Part III offers information on key functional areas of sport management, such as marketing, communication, finance and economics, and facility and event management. In part IV, readers examine current challenges in the profession, such as issues related to consumer behavior, law, sociology, globalization, and the importance of continuing sport management research. The updated and enhanced fifth edition of *Contemporary Sport Management* offers a varied and dynamic learning package to assist readers in understanding the many opportunities and challenges in the sport management field. From historical foundations and future directions to current issues and professional skill sets, this popular textbook continues to inform and inspire up-and-coming professionals to have a positive influence on the management of sport.

## Book Information

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## Customer Reviews

Paul M. Pedersen, PhD, is a professor of sport management and the director of the sport management program in the School of Public Health at Indiana University in Bloomington

(IU). He has worked as a sportswriter, sports management consultant, and sport business columnist. Pedersen's primary area of scholarly interest is the symbiotic relationship between sport and communication in addition to his research examining the activities and practices of various sport organization personnel. A research fellow of the North American Society for Sport Management (NASSM), Pedersen has published seven books (including Handbook of Sport Communication, Research Methods and Design in Sport Management, and Strategic Sport Communication) and over 80 academic articles in outlets such as the Journal of Sport Management, European Sport Management Quarterly, Sport Marketing Quarterly, International Journal of Sports Marketing and Sponsorship, Sociology of Sport Journal, International Review for the Sociology of Sport, and Journal of Sports Economics. He has also been a part of more than 110 presentations at professional conferences or other gatherings, including invited addresses in China, Denmark, Hungary, Norway, and South Korea. He has been interviewed and quoted in publications as diverse as The New York Times and the China Daily. Founder and editor in chief of the International Journal of Sport Communication, he serves on the editorial board of 10 journals, including founding editorial review board member of Communication & Sport and two other journals. A 2011 inductee into the Golden Eagle Hall of Fame (East High School in Pueblo, Colorado), Pedersen lives in Bloomington, Indiana, with his wife, Jennifer, and their four children, Hallie, Zack, Brock, and Carlie.

Lucie Thibault, PhD, is a professor in the department of sport management at Brock University in Ontario, Canada. She has taught at Brock since 2002. Thibault has also taught at the University of British Columbia and the University of Ottawa. In her quarter century of teaching, Thibault has instructed courses in organizational theory, organizational behavior, ethics in sport, globalization of sport, and policy and social issues in sport. Thibault serves on the editorial board of the International Journal of Sport Policy and Politics as well as the European Sport Management Quarterly. She has held the roles of associate editor and editor of the Journal of Sport Management. She is a member of the North American Society for Sport Management (NASSM) and was named a research fellow of NASSM in 2001. In 2008, Thibault was awarded the Earle F. Zeigler Award from NASSM for her scholarly and leadership contributions to the field. Her research interests lie in the formation, management, and evaluation of cross-sectoral partnerships in sport organizations. She also investigates the role of the Canadian government in sport excellence and sport participation and government involvement in developing sport policy. She has been an invited speaker featuring her research in many conferences around the world. Her research has appeared in numerous scholarly journals such as the Journal of Sport Management, International Review for the Sociology of Sport, Journal of Sport and Social Issues, Human Relations, Leisure Studies, European Sport

Management Quarterly, International Journal for Sport Policy and Politics, and Nonprofit and Voluntary Sector Quarterly. Thibault resides in the Niagara region of Ontario.

I needed it for class but if you are interested on how sports came to be, high school sports, college sports and professional sports it is worth reading it. Also it talks about the technology in sports and how it helps and how it is a disadvantage. Finally, it mentions how management is constructed. Quality is good. I bought it and it is pricey but then again you never know when you will need it again

I rented this book for my son to use for a college class. The book was in great condition and the price was very reasonable.

Nice Book fast shipping

its alright its a text book

Its a school book

yes it was as described! Thank you

super boring.

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

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