

Brief Contents

CHAPTER 1

Do You Really Want to Work
in the Sport Industry? 1

CHAPTER 2

Socio-Cultural Aspects of Sport 15

CHAPTER 3

The United States Sport Industry 37

CHAPTER 4

Sport in the Global Marketplace 61

CHAPTER 5

Ethics and Ethical Decision Making 91

CHAPTER 6

Legal Aspects of Sport 119

CHAPTER 7

Strategic Management 143

CHAPTER 8

Sport Marketing 161

CHAPTER 9

Sport-Sales & Revenue
Generation 187

CHAPTER 10

Sport Communication 217

CHAPTER 11

Facility Management 247

CHAPTER 12

Sport Finance 275

CHAPTER 13

Interviews 305

CHAPTER 14

Sport Management Resources 337