



Managing Sports Organizations: Responsibility for Performance

Daniel Covell, Sharianne Walker, Julie I. Siciliano, Peter W. Hess

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Managing Sports Organizations integrates sport industry dynamics with important management principles and concepts. Every chapter examines management principles, concepts and issues from the perspective of how to improve the performance of sport organizations. To ensure that readers understand the complexity of the sport industry, each chapter features a distinct sport segment with information about the structure and characteristics of the highlighted sport segment. Managing Sports Organizations incorporates information about functional areas such as finance, marketing and legal aspects of sport industry.

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