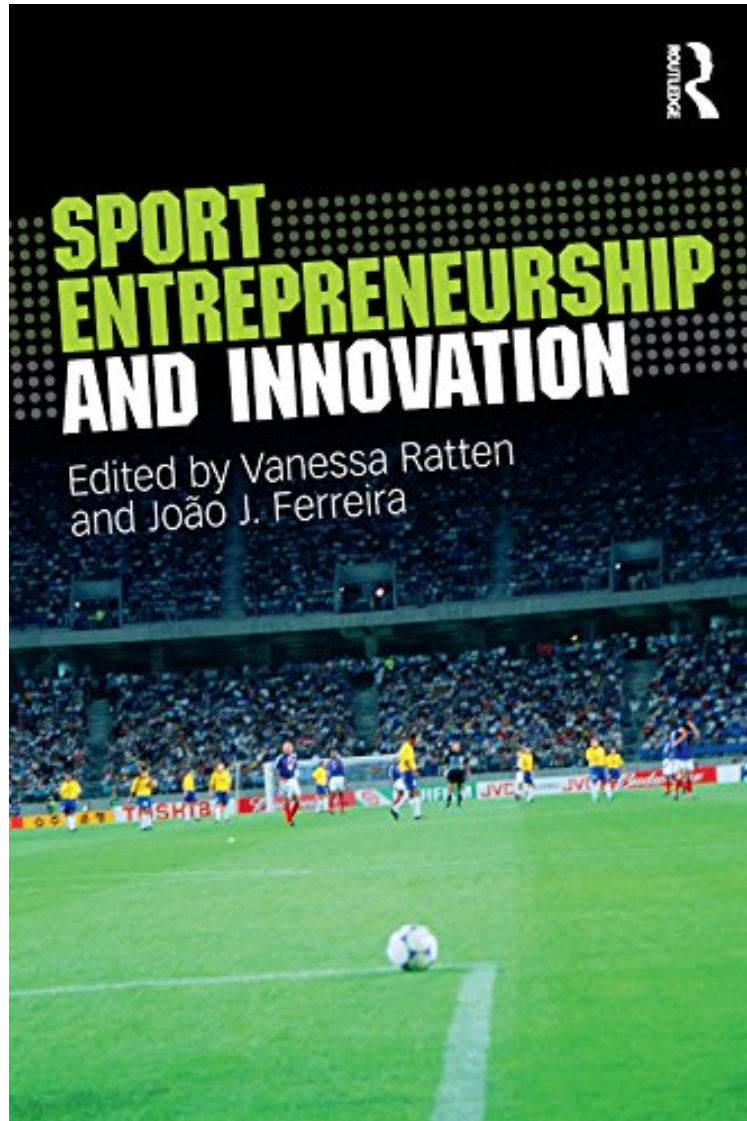


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## Sport Entrepreneurship and Innovation

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**From Routledge : Sport Entrepreneurship and Innovation** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sport Entrepreneurship and Innovation:

This book features international authors discussing the role of entrepreneurship and innovation in the sports context. It focuses on topics such as the role of entrepreneurial marketing in sport, how technological innovation has changed the way sport is played and viewed, the globalization of sport as a product and service, the new types of sports that have emerged, athlete entrepreneurs and their related business endeavors and how sport influences innovation in other

industries. The main themes of the book include: 1) the development of sport entrepreneurship and innovation, 2) entrepreneurship and sport, 3) innovation in sport, 4) internationalization and entrepreneurial behavior in sport, 5) entrepreneurial sport marketing, 6) sport in entrepreneurial universities and 7) the future for sport entrepreneurship and innovation. This interdisciplinary book will appeal to entrepreneurship, innovation and sport management scholars, students and practitioners.

"This book is a rich collection of highly interesting and diverse articles on the topics 'sport entrepreneurship and innovation.' Today, not much literature is available linking entrepreneurship and innovation literature to sport. Therefore this book is a welcome start to bring forward sport innovation in contemporary management research. I can only recommend this textbook to students and lecturers that want to get into this evolving and exciting field!" Anna Gerke, Assistant Professor, Department of Management, Audencia Business School, France "Sport management literature has only begun to develop a theoretical underpinning for innovation in sport. This book is a valuable contribution to that conversation, particularly in regard to the adoption of innovations. It moves the conversation beyond application of general management innovation literature and into a sport-specific space. The international focus of this book reflects the realities of innovation in our globalized sport marketplace." Natalie Smith, Assistant Professor of Sport Management, East Tennessee State University, USA "Innovation is a driving force behind the sport industry. The examination of theory and practice associated with sport entrepreneurship and innovation is paramount for scholars and educators. This work helps to provide a much needed resource in an area that is greatly deserving of academic attention. A deeper understanding of the tenets in the book will aid educators, researchers and practitioners to recognize, embrace and utilize prevailing trends and future opportunities impacting the world of sport." Jason W. Lee, Professor of Sport Management, University of North Florida, USA "Sport Entrepreneurship and Innovation provides unifying conceptual and theoretical frameworks for "sport innovation" that support researchers, practitioners and public policy planners. The book defines sport innovation, include athletes and spectators as innovators, and differentiates sport innovation from other forms of innovation. The authors conceptualize "explorative" and "exploitative" sport innovation and link these new concepts to management literature. In addition, innovation strategy, including organizational innovation, service innovation, and managerial implications are addressed. Sport Entrepreneurship and Innovation is a comprehensive and valuable addition to the sport management literature." James Santomier, Professor, Department of Marketing and Sport Management, Sacred Heart University

About the Author Vanessa Ratten is Associate Professor of Entrepreneurship and Innovation at the Department of Management and Marketing, La Trobe Business School, Australia. Joãtilde;o J. Ferreira is Associate Professor in Management at the University of Beira Interior and NECE Research Unit in Business Sciences, Portugal.