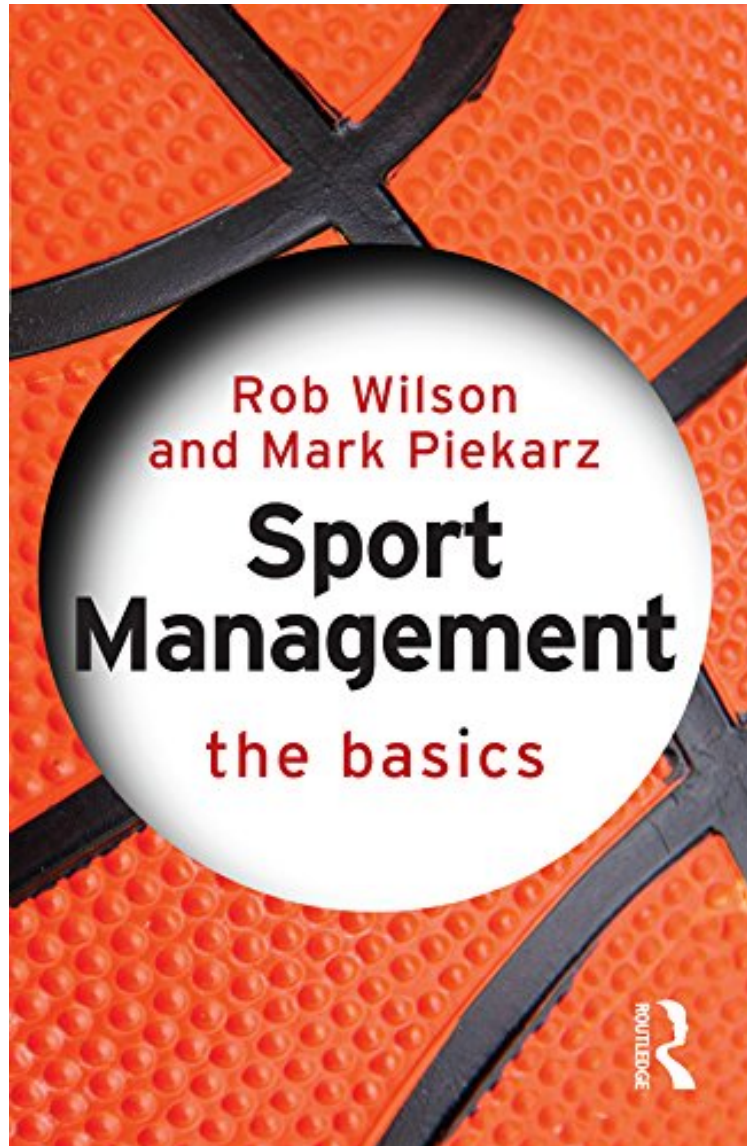


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Sport Management: The Basics

Rob Wilson, Mark Piekarz

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Sport Management: The Basics is an engaging and accessible introduction to sport management which considers a range of contemporary philosophical, social, cultural and political matters as they impact on this growing field. Drawing links between academic theory and practice, it explores the current challenges facing managers in the sport

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Those interested in the sport management profession will appreciate the case studies and excellent examples, which not only artfully illustrate the theory and practice of sport administration but also offer genuine insights into the industry's career and leadership opportunities. Summing Up: Recommended; S. R. Kahn, University of Cincinnati, CHOICE About the Author Rob Wilson is Principal Lecturer in Sport Business Management at Sheffield Hallam University, UK. He has delivered sport management-related courses since 2002 and his subject specialisms are financial reporting, management accounting and economic decision making in the sport industry. He is the author of *Managing Sport Finance*, the co-author of *Finance for Sport and Leisure Managers: An introduction* and has published a number of chapters in sport management text books. He is also a Senior Fellow of the Higher Education Academy and a recognised expert in learning and teaching in higher education. Mark Piekarz is Senior Lecturer in Sport Management at the University of Worcester, UK. He has more than 25 years of experience in the sport management and adventure sport sectors. Before beginning his teaching work in Higher Education he worked for many years as a sport facility manager and community sport development officer. He has since taught at the Birmingham College of Food and Technology, UK, and Sheffield Hallam University, UK, before completing a PhD in the field of risk management. He has published work on a variety of subject areas, ranging from risk management, sport and rights, conflict zone tourism and operational management