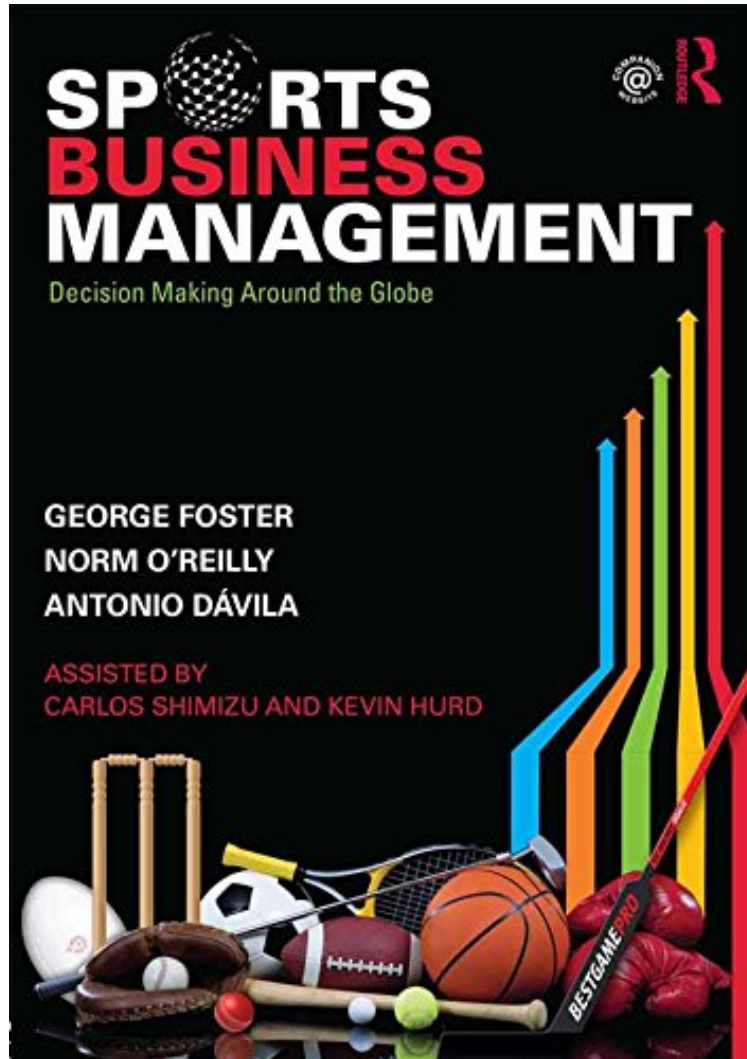


(Download) Sports Business Management: Decision Making Around the Globe

## Sports Business Management: Decision Making Around the Globe

*George Foster, Norman O'Reilly, Antonio Davila*  
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**George Foster, Norman O'Reilly, Antonio Davila : Sports Business Management: Decision Making Around the Globe** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sports Business Management: Decision Making Around the Globe:

0 of 0 people found the following review helpful. Not a Winner  
By C. Hanson  
This book was so distracting to read because of all the grammatical errors, spelling errors and factual errors. After a few chapters it was so hard to focus as I was looking for the errors. It was easy to see when a different author wrote a different chapter because the writing style changed and the choice of vocabulary changed. Book did not have an even flow. Topics were very redundant. I don't know how many times they would talk about the 4 US Major League Sports and every single time they would name them, over and over. I got through it for class but one of the worst textbooks I have had to read.  
0 of 0 people

found the following review helpful. Nice piece of work By Sung-Ta Liu It is a very nice piece of work for students who are interested in sports business management. However, the context of the book is largely based on Europe. Therefore, it would be less easy for people with different socio-cultural experiences to understand the examples given in the book. 0 of 0 people found the following review helpful. Five Stars By Gerald Morel Great read from very knowledgeable authors!!!!

Sports Business Management will equip students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing, and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice. Foster, Reilly, and Vila present a set of modular chapters supported with plenty of examples, mini-cases, and exercises to help students apply the decision-making approach to real-world situations. Covering an international array of sports and organizations including the Olympic Games, FIFA World Cup, US Major League Baseball, and more; the book also covers unique topics such as diversity in sport, the impact of technology, and social media. Rounding this out, the book provides around 50 Harvard/Stanford cases, along with case notes for instructors. This is an ideal textbook for upper-level undergraduate and graduate students of sports business and management, fully supported by a companion website featuring PowerPoint slides, test questions, teaching notes, and other tools for instructors.

'This comprehensive book covers the fundamentals as well as going in-depth on key issues in sports management. It is full of examples and case studies directly relevant to all who study and work in sports. It should be required reading for all sport management students, as it contains chapters relevant to each course in a sports management curriculum.' - Daniel A. Rascher, University of San Francisco, USA 'This book offers a practical approach to learning with mini-cases, cases and evidence from experts in the field. Its applied approach and balance of US and international content make it appealing to a broad audience of undergraduate and graduate students in sports management and related fields. Access to 50 case studies, published in the Stanford/Harvard case study system, and an accompanying website are major strengths.' - Marijke Taks, University of Windsor, Canada 'This book illustrates that stakeholders and decision-making strategies are vital in every aspect of the sport business ecosystem. A mix of both short and long cases were well-chosen for each chapter and fully integrated with practical applications. I strongly recommend this book for anyone interested in sport business.' - Jennifer Mak, Marshall University, USA 'This in-depth and engaging text provides a sound understanding of the dynamic sport business environment. It chronicles how an exhaustive list of various sport-related organizations, including teams, leagues, clubs, federations, universities, media outlets, events, and facilities are structured, financed, and marketed in a rapidly changing world. The book's detailed cases makes it an excellent centerpiece to a general sport business class, an outstanding supplement to various sport management sub-disciplines, and a thorough reference for sport business practitioners.' - Mark S. Nagel, University of South Carolina, USA About the Author George Foster is the Konosuke Matsushita Professor of Management at Stanford University, USA. His research and teaching includes entrepreneurship, financial analysis, and sports business management. He holds two honorary doctorates. George Foster interacts extensively with executives of many key stakeholders in the sports business ecosystem. Norm O'Reilly is the Richard P. and Joan S. Fox Professor of Management, and Chair of the Department of Sports Administration at Ohio University, USA. He teaches courses in sport management, sport finance, and sport marketing, and is a lifetime Research Fellow of the North American Society for Sport Management. Norm O'Reilly consults regularly across the industry. Antonio Vila is Professor of Entrepreneurship and Accounting and Control at IESE, University of Navarra, Spain, where he also teaches MBA and PhD courses on sports management. He has authored several books and journal articles on management and received recognition for his writing from the Strategic Management Society.