

# HUMAN KINETICS

## 2016 SPORT MANAGEMENT

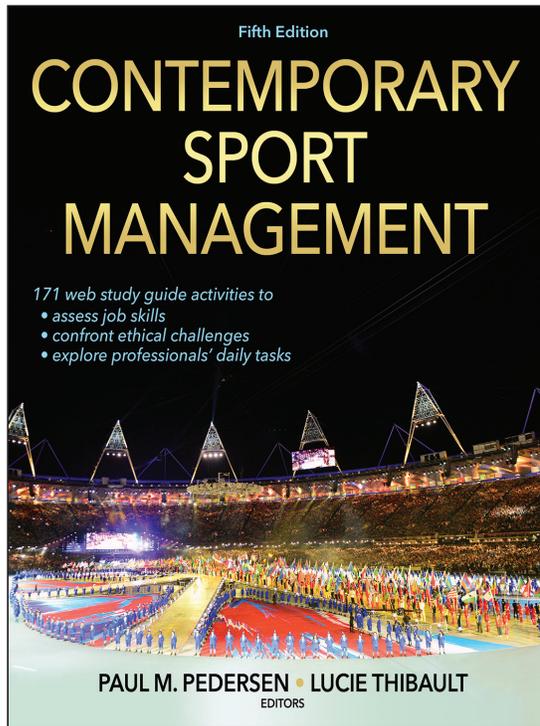
### LOOK INSIDE:

- Sport Marketing
- Facility Management
- Sport Law
- Athletic Administration
- Journals



**HUMAN KINETICS**

*The Information Leader in Physical Activity & Health*



**Introduce students to the foundational aspects of sport management**

**Audiences:** A textbook for introductory-level sport management courses; a reference for sport management professionals and university libraries.

*Contemporary Sport Management, Fifth Edition With Web Study Guide*, provides students with an overview of sport management by presenting extensive discussions of the foundational aspects of the profession and current topics from the field. The fifth edition discusses the role of social media in revolutionizing the industry and the significance of sport as an international institution. Students will learn the relevance of legal, sociocultural, historical, political, and psychological concepts to the management of sport; the professional skills and attitudes of successful sport managers; and ways in which the globalization of sport continues to affect sport management professions.

The fifth edition features social media sidebars that discuss challenges and opportunities, and professional profiles with biographies and Q&A sections. The text also includes international sidebars with associated activities, a timeline, ethics and critical thinking sections, a running glossary, chapter objectives, end-of-chapter reviews, and references to help students stay engaged with the material and understand key concepts and terms.

In addition, the **web study guide** (WSG) contains multiple interactive learning experiences that assist students in retaining the information. Each chapter of the text includes several cross-references to the WSG, allowing students to take advantage of fully integrated learning opportunities, including professional profile activities, job announcement activities, web searches, portfolio activities for critical thinking and ethics, and Learning in Action activities.

*Contemporary Sport Management, Fifth Edition With Web Study Guide*

**Paul M. Pedersen, PhD, and Lucie Thibault, PhD, Editors**

©2014 • Hardback, e-book • 560 pp • ISBN 978-1-4504-6965-4

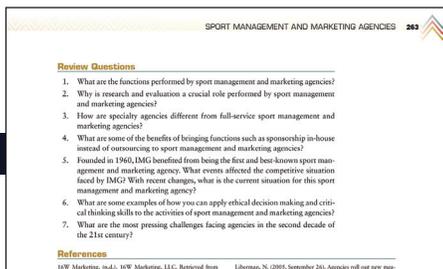
\$104.00 (\$136.95 CDN, £78.49 UK, €109.90 EURO)



**Ancillaries:** Instructor guide • Test package • Chapter quizzes • Presentation package plus image bank • Web study guide  
[www.HumanKinetics.com/ContemporarySportManagement](http://www.HumanKinetics.com/ContemporarySportManagement)

The web study guide is also available for purchase separately  
ISBN 978-1-4504-8559-3 • \$19.95 (\$25.95 CDN, £15.83 UK, €22.17 EURO)

The presentation package plus image bank is also available for purchase separately  
ISBN 978-1-4504-8557-9 • \$295.00 (\$388.95 CDN, £210.83 UK, €295.17 EURO)



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**Professional Profile: April Pritchett**  
Title: operations director and senior account executive, Walker Marchand Group, Washington, D.C.  
Education: MS (sport studies), University of Massachusetts at Amherst

April Pritchett, who held the position of executive director of United for D.C. in addition to her duties as the community relations director for D.C. United, knows the value of experiential learning. She began her career with D.C. United of Major League Soccer (MLS) as an intern, as did many of her colleagues on D.C. United's staff. The results have been impressive. Pritchett is now considered an industry leader in community relations work, and she was the co-chair of the 2008 MLS Community Relations Executive of the Year award. After this interview was conducted, Pritchett joined the Walker Marchand Group, a public relations firm in Washington, D.C.

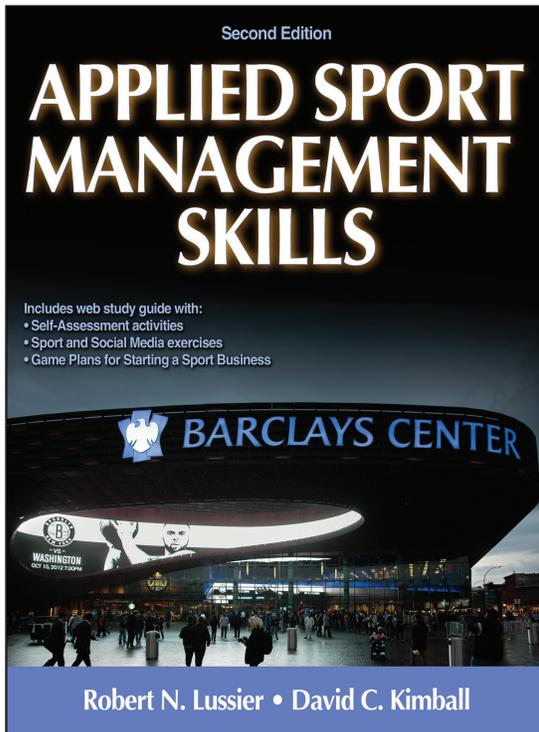
**What have been the moves, steps, or developments in your career, and how did you arrive at your current position?**  
When I was in high school, I accepted an internship with the National Association of Collegiate Directors of Athletics (NACDA). Little did I know that internship would later lead to a full scholarship to the school of my choice, which ended up being the University of Massachusetts for a master's degree in sports management. After completing my degree, I was required to complete an internship. I knew I wanted to be in the Washington, D.C. area, so my last choice during the summer months were D.C. United and the Washington Mystics. Since I had previously worked with the Cleveland team, I figured I would try soccer. I interned for about four months; however, after my internship, there were no job available within the organization. I kept in contact with my former coaches until something became available. I was hired as community relations coordinator, and I have spent the last two years working my way up to head the department.

**What are your current responsibilities and objectives in your job?**  
I am responsible for creating and implementing all of D.C. United's community outreach programs and initiatives, as well as overseeing programs and fundraising events directly related to United for D.C., the charitable arm of D.C. United. I also do the following:

- Oversee staff implementation and maintenance of each program
- Act as a liaison with local leaders relative to the team's community affairs
- Develop and coordinate appearance opportunities for players and coaches
- Develop off-the-field publicity strategies
- Take responsibility for the overall strategic and operational duties of the staff, as well as the expansion and execution of United for D.C.'s mission
- Maintain a strong board of directors by managing the governance, development, and strategic planning process
- Build partnerships in new markets, establish relationships with potential funders and political and community leaders to promote investments of United for D.C., and raise support for its efforts

**What do you enjoy most about your current job?**  
My job is extremely rewarding. Through our foundation, United for D.C., I have the opportunity to positively change the lives of kids by teaching them the importance of leading a healthy lifestyle and providing experiences they might not otherwise have the opportunity to be involved in.

**What do you consider the biggest future challenge to be in your job or industry?**  
Community relations and corporate social responsibility aren't new to the industry, so there is no clean-cut answer. I think the challenge will continue to be whether organizations are good civic partners because it is the right thing to do or because it will help increase their profits. With sports, the community relations departments are typically not revenue generating, so it makes it difficult to spend money when there is little monetary gain. However, what the sports industry has that most organizations don't is the ability to be influential through its athletes, which could definitely translate monetarily.



## Apply strategic planning and problem solving in sport management settings

**Audiences:** Applied introductory text for students in sport management and administration, sport business, sport leadership, sport industry, and other sport management courses.

*Applied Sport Management Skills, Second Edition With Web Study Guide*, uses the four management functions of planning, organizing, leading, and controlling to teach readers how to become strong leaders and managers in the world of sport. This comprehensive and fully updated text provides an overview of management topics with a unique focus on developing the skills necessary for managing sport organizations. The text's how-to approach and unmatched learning tools help students put into practice what they will be doing as sport managers—including creative problem solving; strategic planning; and developing the skills to lead, organize, and delegate.

*Applied Sport Management Skills, Second Edition*, enhances the educational experience with engaging student learning tools. Social Media Exercises expose students to the expanding role of social media in managing a sport organization, and Starting a Sport Business features encourage students to explore the real-world needs of sport entrepreneurship, such as developing an organizational structure, formulating ideas on leading employees, and controlling the financial aspects of their sport business.

A dynamic **web study guide** is also available to enhance student learning opportunities, and includes sport and social media exercises with real-world scenarios, application exercise to reinforce material found in the text, review and discussion questions, and self-assessments with interactive exercises. The text and learning tools provide students with a thorough understanding of the management principles and concepts used in sport organizations and the challenges that managers face.

*Applied Sport Management Skills, Second Edition With Web Study Guide*

**Robert N. Lussier, PhD, and David C. Kimball, PhD**

©2014 • Hardback, e-book • 536 pp • ISBN 978-1-4504-3415-7

\$86.00 (\$113.95 CDN, £62.49 UK, €87.50 EURO)



**Ancillaries:** Instructor guide • Test package • Presentation package • Web study guide

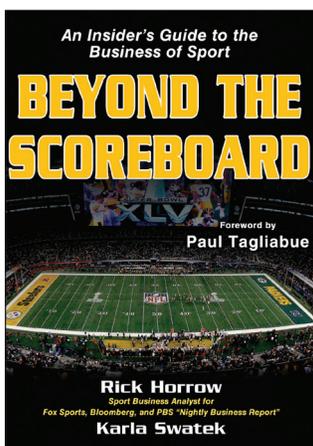
[www.HumanKinetics.com/AppliedSportManagementSkills](http://www.HumanKinetics.com/AppliedSportManagementSkills)

*The web study guide is also available for purchase separately*

ISBN 978-1-4504-5372-1 • \$19.95 (\$25.95 CDN, £15.83 UK, €22.17 EURO)

*The presentation package is also available for purchase separately*

ISBN 978-1-4504-5373-8 • \$295.00 (\$388.95 CDN, £210.83 UK, €295.17 EURO)



## An insider's look at big-time sport negotiations

*Beyond the Scoreboard: An Insider's Guide to the Business of Sport* takes an in-depth look at the elements influencing sport business. Author Rick Horrow, sport business analyst and host of "Beyond the Scoreboard" on the *PBS Nightly Business Report*, along with coauthor Karla Swatek, look at the sophisticated and complex deals being structured for players' contracts, facility development, event bidding, and more. This text looks at the real components driving business, reveals the true movers and shakers, and offers insights about what affects ticket prices and how technology is shaping the new world of sport.

*Beyond the Scoreboard: An Insider's Guide to the Business of Sport*

**Rick Horrow and Karla Swatek**

©2011 • Paperback, e-book • 240 pp • ISBN 978-1-4504-1303-9

\$19.95 (\$25.95 CDN, £15.99 UK, €22.40 EURO)

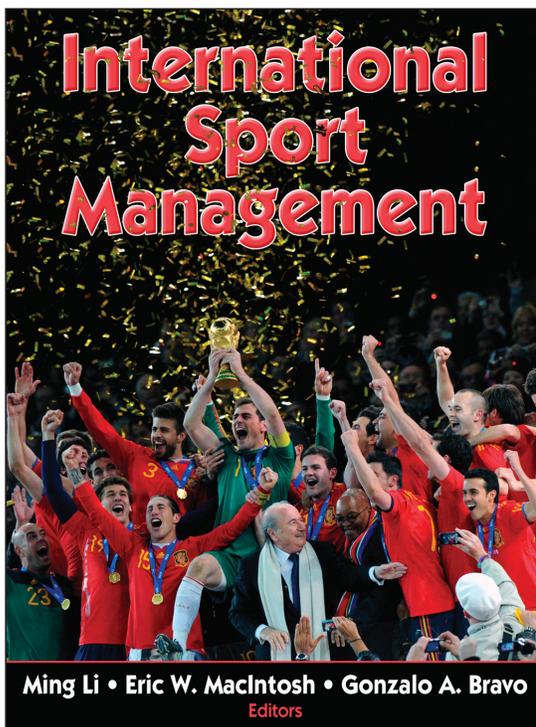


*Beyond the Scoreboard: The Business of Sport for Future Professionals*

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# International Sport Management

Ming Li • Eric W. MacIntosh • Gonzalo A. Bravo  
Editors

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## Gain insight into the interaction of business practices and international sport

**Audiences:** Text for upper-undergraduate and graduate courses in international sport management; a reference for study abroad courses and libraries.

*International Sport Management* is devoted to the organization, governance, business activities, and cross-cultural context of modern sport on an international level. As the sport industry continues its global expansion, this textbook serves as an invaluable guide for students as they build careers that require an international understanding of the relationships, influences, and responsibilities in sport management.

With *International Sport Management*, both practicing and future sport managers can develop an increased understanding of the range of intercultural competencies necessary for success in the field. Using a framework of strategic and total-quality management, the text allows readers to examine global issues from an ethical perspective and uncover solutions to complex challenges that sport managers face. With this approach, readers will learn how to combine business practices with knowledge in international sport to lead their current and future careers.

*International Sport Management*

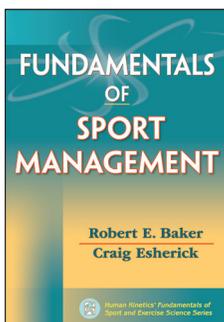
Ming Li, EdD, Eric W. MacIntosh, PhD, and Gonzalo A. Bravo, PhD, Editors

©2012 • Hardback, e-book • 528 pp • ISBN 978-0-7360-8273-0  
\$97.00 (\$127.95 CDN, £69.99 UK, €98.00 EURO)



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The presentation package is also available for purchase separately  
ISBN 978-1-4504-6575-5 • \$295.00 (\$388.95 CDN, £210.83 UK, €295.17 EURO)



## Learn concepts that shape the field of sport management

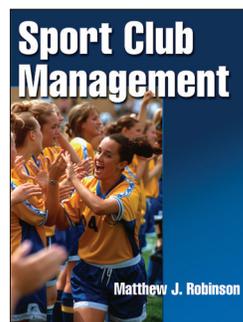
*Fundamentals of Sport Management* presents foundational knowledge of sport management to help students prepare for advanced study or practice in the field. The text offers insights into the impact of the sport industry and the possibilities for employment in sport. Written by an author team with experience in both the academic world and sport industry, the book is a

resource for those engaging in the field of study for the first time, seeking an overview of the career options available in sport management, or looking for a reference to assist in their roles in the sport industry.

*Fundamentals of Sport Management*

Robert E. Baker, EdD, and Craig Esherick, JD

©2013 • Paperback, e-book • 264 pp • ISBN 978-0-7360-9108-4  
\$38.00 (\$49.95 CDN, £27.99 UK, €39.20 EURO)



## A business-oriented approach to managing sport clubs

*Sport Club Management* explains the complex fundamentals of management for all club sports—whether a multi-age-level program with an extensive budget or a local club with limited resources. Those who manage and lead clubs will find that they can develop a successful business plan without sacrificing their player development program or their

club mission and gain information on creating a distinctive club culture, organize their procedures, and encourage profitability by running the organization using a business mentality.

*Sport Club Management*

Matthew J. Robinson, EdD

©2010 • Hardback, e-book • 256 pp • ISBN 978-0-7360-7596-1  
\$50.00 (\$65.95 CDN, £37.99 UK, €53.20 EURO)

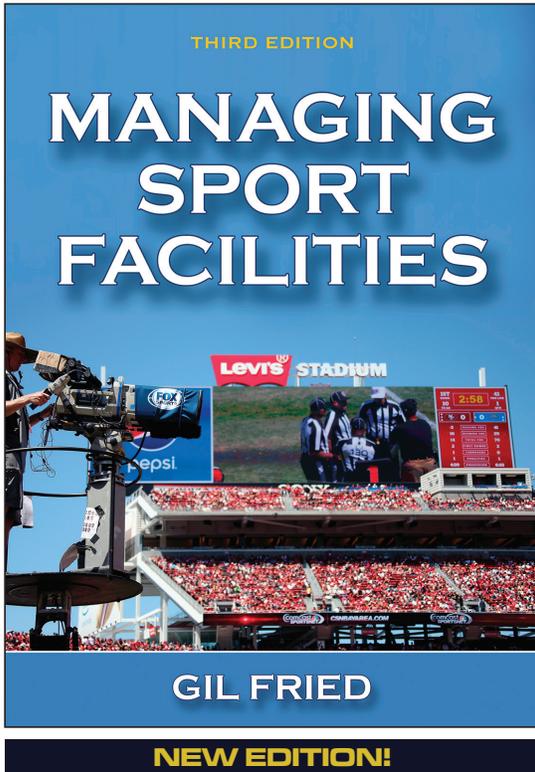


*Athlete Development Models: An Essential Variable in Achieving Elite Athlete Excellence*

[www.HumanKinetics.com/Webinars](http://www.HumanKinetics.com/Webinars)

### Request an exam copy!

See page 13 for more information on how to request any of the books listed in this brochure.



## Develop and manage sport facilities with success

**Audiences:** Text for students in sport facility management or sport facility and event management courses; a reference for sport facility managers and industry professionals.

*Managing Sport Facilities, Third Edition*, provides future sport facility managers with the knowledge they need in order to make the proper decisions in all areas of facility management. This text engages students with extensive real-world examples and information on managing a range of facilities, from smaller health clubs, colleges, and recreational environments to professional sport stadiums. This edition has been updated to include the following:

- A new chapter on implementing and maintaining green facilities
- Updated Sport Facility Management Profile sections featuring industry experts introducing applied connections for each chapter
- Expanded Facility Focus sidebars presenting facts and strategies used by real facilities
- An updated instructor ancillary package, now including instructor videos that feature professionals in the field offering advice and insight

In *Managing Sport Facilities, Third Edition*, students will learn the history of the sport facility industry and the primary goals and objectives of facility managers; how to build and finance a facility; facility operation; administration of marketing and finance; and event administration and management. Students using this text will learn what it takes to blend leadership, operations management, and creativity in promotions as they begin their journey to being top-notch sport facility managers.

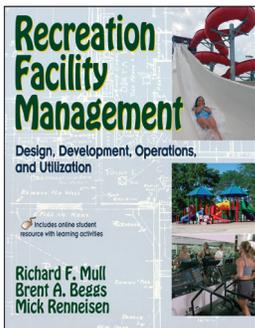
*Managing Sport Facilities, Third Edition*

Gil Fried, JD

©2015 • Hardback, e-book • 440 pp • ISBN 978-1-4504-6811-4  
\$89.00 (\$116.95 CDN, £64.99 UK, €91.00 EURO)

 **Ancillaries:** Instructor guide • Test package • Presentation package • Instructor videos  
[www.HumanKinetics.com/ManagingSportFacilities](http://www.HumanKinetics.com/ManagingSportFacilities)

*The presentation package is also available for purchase separately*  
ISBN 978-1-4925-0395-8 • \$295.00 (\$388.95 CDN, £210.83 UK, €295.17 EURO)



## Navigate the complexities of recreation facility management

*Recreation Facility Management With Web Resource* introduces the field of facility design, management, and maintenance. The text includes a detailed look at the foundations of the profession, descriptions of the common indoor and outdoor elements of facilities, and the practical knowledge and skills required for managing various types of recreation facilities.

*Recreation Facility Management: Design, Development, Operations, and Utilization With Web Resource*

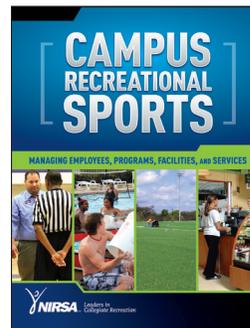
Richard F. Mull, Brent A. Beggs, PhD, and Mick Renneisen

©2009 • Paperback, e-book • 312 pp • ISBN 978-0-7360-7002-7  
\$69.00 (\$90.95 CDN, £51.49 UK, €72.10 EURO)

 **Ancillaries:** Instructor guide • Test package • Presentation package • Web resource  
[www.HumanKinetics.com/RecreationFacilityManagement](http://www.HumanKinetics.com/RecreationFacilityManagement)

*The web resource is also available for purchase separately*  
ISBN 978-1-7360-8596-0 • \$15.00 (\$19.95 CDN, £12.49 UK, €17.50 EURO)

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ISBN 978-0-7360-7630-2 • \$201.00 (\$264.95 CDN, £219.99 UK, €308.00 EURO)



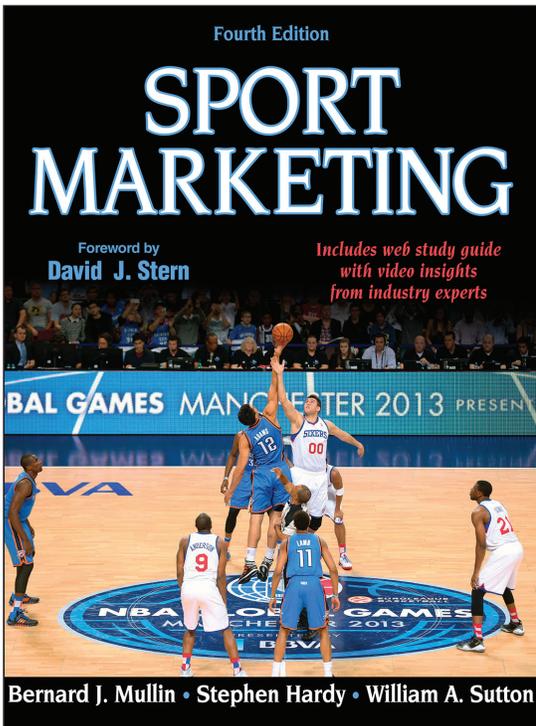
## The industry standard for campus recreational sport management

Developed by the NIRSA, *Campus Recreational Sports* offers the latest industry guidelines and best practices for managing state-of-the-art recreation and sport facilities and programs, based on the knowledge, expertise, and experience of leading campus recreation professionals

across the nation. Both current and future professionals can rely on *Campus Recreational Sports* for guidance in operations, client services, and industry standards for the successful management of indoor and outdoor recreation and sport facilities.

*Campus Recreational Sports: Managing Employees, Programs, Facilities, and Services*  
**National Intramural Recreational Sports Association (NIRSA)**

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\$52.00 (\$68.95 CDN, £39.99 UK, €56.00 EURO)



## Best-selling sport marketing text prepares students for the industry

**Audiences:** Undergraduate and graduate students who need a comprehensive understanding of the principles and practices of sport marketing; reference for sport management researchers and practitioners.

*Sport Marketing, Fourth Edition With Web Study Guide*, has been streamlined and updated to keep pace with the latest information and issues in the competitive world of sport marketing. This text maintains its position as the original and best-selling text in the field, continuing to direct students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study. Using the full-color format and companion web study guide, students will stay engaged as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry.

Heavily updated with more contributions from industry professionals and emphasis on social media platforms that have revolutionized the field in recent years, this edition contains practical material that prepares students for careers in sport marketing. Chapter objectives, opening scenarios, engaging sidebars, and photos throughout the text guide students in grasping important concepts. Wrap-Up, Activities, and Your Marketing Plan sections at the end of each chapter offer students the opportunity for self-assessment and review. A companion **web study guide** features exclusive video interviews with industry professionals that tie core concepts and strategies from the book into applied situations.

The world of sport marketing continues to evolve. *Sport Marketing, Fourth Edition With Web Study Guide*, offers students a complete view of the expansive field of sport, providing an understanding of the foundations of sport marketing and how to enhance the sport experience.

*Sport Marketing, Fourth Edition With Web Study Guide*

**Bernard J. Mullin, PhD, Stephen Hardy, PhD, William A. Sutton, EdD**

©2014 • Hardback, e-book • 504 pp • ISBN 978-1-4504-2498-1

\$102.00 (\$134.95 CDN, £78.49 UK, €109.90 EURO)

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[www.HumanKinetics.com/SportMarketing](http://www.HumanKinetics.com/SportMarketing)

The web study guide is also available for purchase separately  
 ISBN 978-1-4504-6620-2 • \$19.95 (\$25.95 CDN, £15.83 UK, €22.17 EURO)

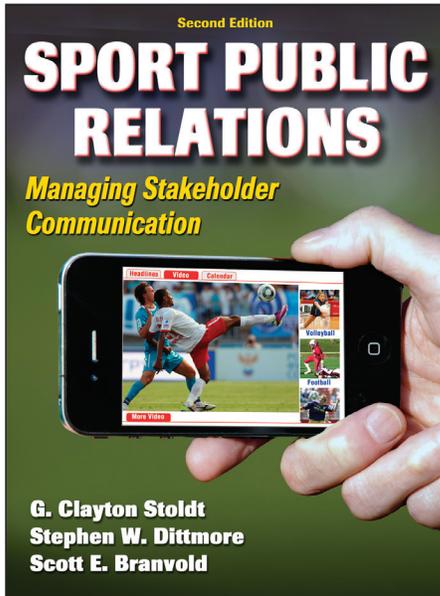
The presentation package plus image bank is also available for purchase separately  
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## Examine sport public relations as part of organizational strategy

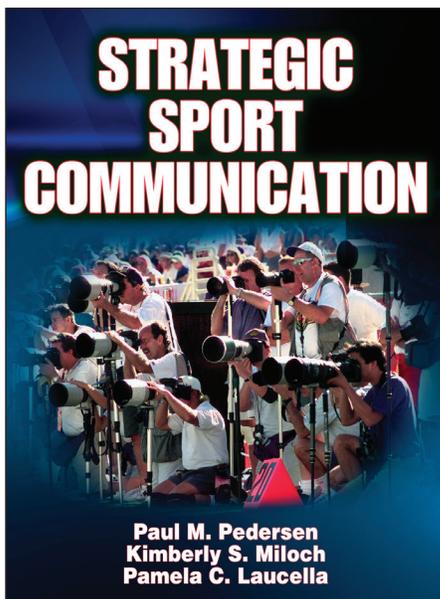
*Sport Public Relations, Second Edition*, takes a comprehensive, businesslike approach to the practice of public relations in sport. Rather than address public relations only as a means of supporting the marketing function or leveraging the media's interest in an event or organization, this text recognizes public relations as a function that is integral to many aspects of a sport organization's goals. Features of this edition include discussion on emerging media, corporate social responsibility, and legal and ethical issues, and "Insight From a Professional" and other sidebars.

*Sport Public Relations: Managing Stakeholder Communication, Second Edition*  
G. Clayton Stoldt, EdD, Stephen W. Dittmore, PhD, and Scott E. Branvold, EdD  
©2012 • Hardback, e-book • 384 pp • ISBN 978-0-7360-9038-4  
\$84.00 (\$110.95 CDN, £61.99 UK, €86.80 EURO)

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[www.HumanKinetics.com/SportPublicRelations](http://www.HumanKinetics.com/SportPublicRelations)

*The presentation package is also available for purchase separately*  
ISBN 978-1-4504-1651-1 • \$295.00 (\$388.95 CDN, £210.83 UK, €295.17 EURO)

 *The Impact of New and Social Media on College Athletic Communications*  
[www.HumanKinetics.com/Webinars](http://www.HumanKinetics.com/Webinars)



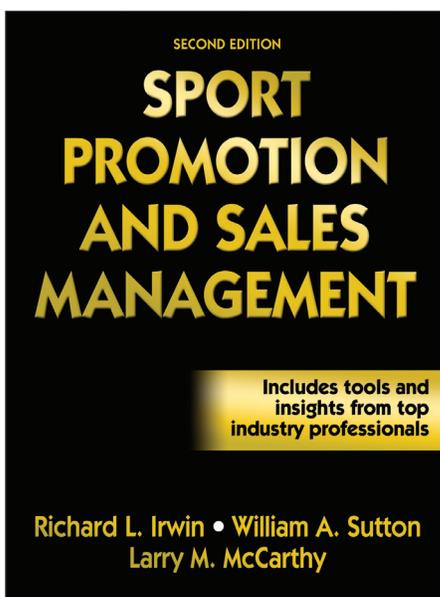
## A groundbreaking analysis of the sport communication field

*Strategic Sport Communication* encompasses the vast, varied, and exciting field of sport communication. Using communication theory and sport literature, and drawing on the authors' own rich experiences as sport communication professionals, *Strategic Sport Communication* introduces students to all aspects of the sport communication industry and how each is integral to the management, marketing, and operational goals of sport organizations at all levels. Using their Strategic Sport Communication Model (SSCM), the authors outline the process of sport communication and categorize its various aspects into three major components: personal and organizational communication, sport mass media, and sport communication services and support.

*Strategic Sport Communication*  
Paul M. Pedersen, PhD, Kimberly S. Miloch, PhD, and Pamela C. Laucella, PhD  
©2007 • Hardback, e-book • 408 pp • ISBN 978-0-7360-6524-5  
\$78.00 (\$102.95 CDN, £57.99 UK, €81.20 EURO)

 Ancillaries: Presentation package  
[www.HumanKinetics.com/StrategicSportCommunication](http://www.HumanKinetics.com/StrategicSportCommunication)

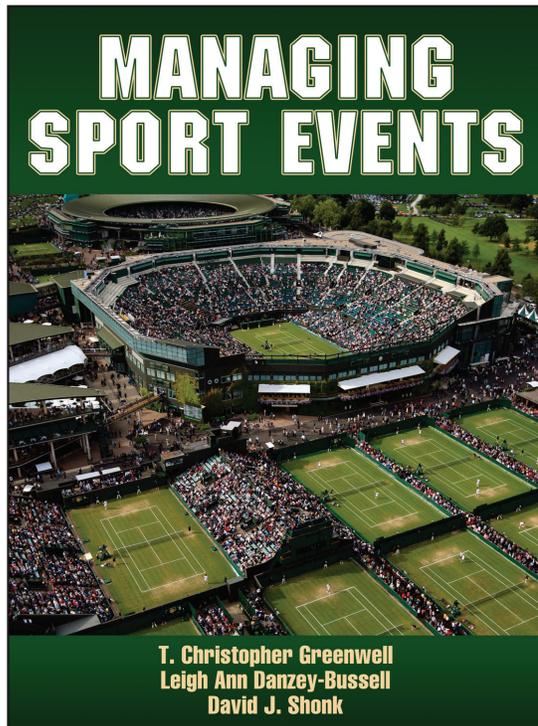
*The presentation package is also available for purchase separately*  
ISBN 978-0-7360-7482-7 • \$295.00 (\$388.95 CDN, £210.83 UK, €295.17 EURO)



## Gain practical knowledge in the sport sales and promotion industry

*Sport Promotion and Sales Management, Second Edition*, prepares students to sell inventory from tickets to sponsorship, prepare a sales force, retain and upsell existing products to customers, use sponsorships as a sales incentive, and service and activate sponsorships. It features discussion of sport sponsorship, a technology chapter, and a detailed exploration of a nine-step "eduselling" process, a concept created by William A. Sutton that will help readers increase product utilization and satisfaction by teaching how to use tickets and sponsorships to achieve business objectives. Using their extensive academic and professional experiences, the authors offer real-life contemporary examples of sales and promotion management in practice, further illuminating successful practice for readers.

*Sport Promotion and Sales Management, Second Edition*  
Richard L. Irwin, EdD, William A. Sutton, EdD, and Larry M. McCarthy, PhD  
©2008 • Hardback, e-book • 352 pp • ISBN 978-0-7360-6477-4  
\$84.00 (\$110.95 CDN, £61.99 UK, €86.80 EURO)



## Plan, implement, and evaluate sport events

**Audiences:** Textbook for introductory courses in sport event management and sport event and facility management; reference for academic libraries and sport event professionals.

Whether it's a local event, state championship, or international competition, running a successful sport event requires the knowledge and skills to plan, organize, promote, lead, and communicate. *Managing Sport Events* presents the principles and practices related to effective event management, taking students through the entire process from event conception through postevent evaluation.

*Managing Sport Events* prepares students to enter the field with the conceptual skills to immediately engage in event production and evaluation. Readers will find a comprehensive discussion of what it takes to produce a successful event:

- Event conception and development
- Key planning areas, including staffing, budgeting, marketing, promotion, sponsorship, and legal and risk management
- Key operational areas, including services, logistics, and on-site management
- Postevent duties and considerations

*Managing Sport Events* integrates the traditional business segments of sport management with the unique requirements of event management. From a local youth soccer tournament to the Olympic Games, *Managing Sport Events* is an essential resource for current and future professionals working in parks and recreation, tourism and hospitality, and sports at the high school, college, amateur, minor league, professional, and international levels.

*Managing Sport Events*

T. Christopher Greenwell, PhD, Leigh Ann Danzey-Bussell, PhD, and David J. Shonk, PhD

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\$77.00 (\$101.95 CDN, £55.99 UK, €78.40 EURO)

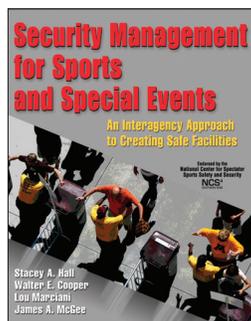


**Ancillaries:** Instructor guide • Test package • Presentation package

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## Prepare sport facilities for emergencies

*Security Management for Sports and Special Events: An Interagency Approach to Creating Safe Facilities* presents a systematic approach to stadium and venue security, from preparation to implementation and assessment. Unlike traditional risk management books that present guidelines for promoting safety and discouraging

litigation in sport and recreation settings, this text deals specifically with natural disasters, terrorism, crowd control problems, and other large-scale threats.

*Security Management for Sports and Special Events: An Interagency Approach to Creating Safe Facilities*

Stacey A. Hall, PhD, Walter E. Cooper, EdD, Lou Marciani, EdD, and James A. McGee, MS

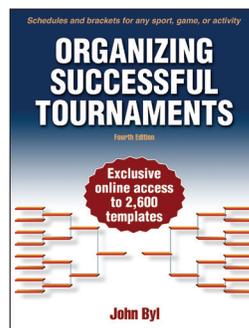
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*Sport Safety and Security Considerations for the Sport Management Professional*

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## Skillfully structure, schedule, and administer events

*Organizing Successful Tournaments, Fourth Edition*, teaches students how to access more than 2,600 web-based Microsoft Word templates as the framework for virtually any tournament. All types of competitions are covered: single and double elimination, multilevel, ladder, pyramid, level rotation, and round-robin and templates are programmed

to automatically create draw sheets based on your input of divisions, seeds, locations, dates, and times.

*Organizing Successful Tournaments, Fourth Edition*

John Byl, PhD

©2014 • Paperback, e-book • 184 pp • ISBN 978-1-4504-6027-9

\$29.95 (\$39.95 CDN, £22.99 UK, €32.20 EURO)

# Administration of Intercollegiate Athletics



Erienne A. Weight | Robert H. Zullo

Editors

## Learn the logistics of running a collegiate athletics department

**Audiences:** Textbook for undergraduate and graduate students in upper-level sport management courses; reference for athletics administrators or anyone interested in the complex dynamics of intercollegiate athletics.

In *Administration of Intercollegiate Athletics*, some of the most knowledgeable professionals in athletics administration have come together to create an essential resource for all who aspire to work in this exciting field.

Through this text, students will be able to access ideas and research to incorporate into their evolving professional philosophy. Coverage of media relations, marketing, corporate sponsorship, event management, alumni relations, and athlete services is unparalleled to coverage in any other text in the industry.

The following learning tools in *Administration of Intercollegiate Athletics* will enrich students' understanding:

- Leadership Lessons provide key points, inspiring a leadership mind-set critical to success in today's world of collegiate athletics administration.
- Opening scenarios, chapter objectives, and learning activities provide a framework for learning, highlighting critical points and translating material to a real-world setting.
- Sidebars and case studies call out important concepts from readings.
- Industry Profile Q&As offer students a chance to see how working administrators reached their present roles.

*Administration of Intercollegiate Athletics*

Erienne A. Weight, PhD, and Robert H. Zullo, PhD, Editors

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\$79.00 (\$103.95 CDN, £58.99 UK, €82.60 EURO)

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## NIAAA's Guide to Interscholastic Athletic Administration

  
National Interscholastic Athletic Administrators Association

Michael Blackburn • Eric Forsyth  
John Olson • Bruce Whitehead  
Editors

## Learn best practices for high school sport administration

*NIAAA's Guide to Interscholastic Athletic Administration* is a comprehensive resource for high school athletic directors and for those aspiring to be school-based sport administrators. This guidebook was developed under the direction of the National Interscholastic Athletic Administrators Association (NIAAA), the trusted authority for excellence in high school athletic program administration. The 16 chapters were written by NIAAA-

selected athletic directors who have demonstrated great aptitude in addressing aspects of the role, including leadership, operations, financial and facilities management, and other chief administrative responsibilities.

*NIAAA's Guide to Interscholastic Athletic Administration*  
National Interscholastic Athletic Administrators Association  
Michael Blackburn, PhD, CMAA, Eric Forsyth, PhD, CAA, John Olson, PhD, CMAA, and Bruce Whitehead, CMAA, Editors

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- Expert management tips and planning tools for collegiate and high school administrators
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  - proven policies
  - educational resources
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Donna A. Lopiano  
Connee Zotos

## Lead a successful athletic program

*Athletic Director's Desk Reference With Web Resource* is the most authoritative and comprehensive resource available for collegiate athletic administrators. Loaded with practical tools, this reference guides administrators in navigating their increasingly complex roles in athletic programs of any size. Athletic directors will gain access to more than 100 management tips and

planning tools in the book that provide strategic advice, and more than 300 documents in the web resource can be downloaded and customized to meet the needs of each athletic program.

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David Scott

## Teach a theory-to-application approach to sport leadership

**Audiences:** Primary text for upper-level undergraduate or graduate sport management courses in sport leadership; reference for academic libraries and researchers in sport management and leadership.

*Contemporary Leadership in Sport Organizations* provides a comprehensive understanding of the complex topic of leadership in sport through a presentation of foundational and contemporary research, numerous practical examples and analytical exercises, and thought-provoking self-assessments and quotes.

This text translates classic and contemporary research in leadership into leadership skills and behaviors that are useful in present-day sport settings. Synopses of research findings are presented in table format for an accessible approach to understanding the three Rs of leadership: relationships, results, and responsibility. In addition, a variety of learning features reinforce content:

- Practical examples provide opportunities to critically consider the concepts under discussion.
- Chapter-opening objectives, as well as pre- and postchapter self-assessments, help students measure their understanding of chapter content.
- Specific examples and case studies applicable to a broad range of sport leadership roles put research into practice.
- On the Sidelines stories, Your Thoughts boxes, and questions at the end of chapters provide examples and stimulate discussions applicable to a broad range of sport leadership roles across youth, amateur, intercollegiate, professional, and commercial sport organizations.

*Contemporary Leadership in Sport Organizations*

David Scott, EdD

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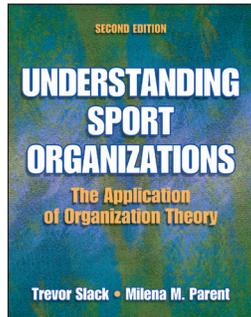


**Ancillaries:** Presentation package

[www.HumanKinetics.com/ContemporaryLeadershipInSportOrganizations](http://www.HumanKinetics.com/ContemporaryLeadershipInSportOrganizations)

The presentation package is also available for purchase separately

ISBN 978-1-4504-6577-9 • \$295.00 (\$388.95 CDN, £210.83 UK, €295.17 EURO)



## An inside look at the sport industry

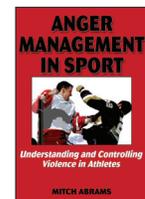
*Understanding Sport Organizations: The Application of Organization Theory, Second Edition* provides readers with opportunities to discover the theory of sport organization in practical terms and to apply the knowledge in real-world situations through use of profiles, case studies, and examples of structures in sport organizations in each chapter.

*Understanding Sport Organizations: The Application of Organization Theory, Second Edition*

Trevor Slack, PhD, and Milena M. Parent, PhD

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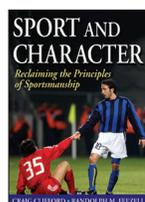


*Anger Management in Sport: Understanding and Controlling Violence in Athletes*

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## Learn how to maximize human resources

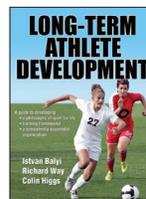
*Human Resource Management in Sport and Recreation, Second Edition*, provides a solid foundation in research and application of human resource management for success in the sport industry. The text brings into focus the three divergent groups of people who constitute human resources in sport and recreation organizations: paid professional workers, volunteers, and the clients themselves.

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Packianathan Chelladurai, PhD

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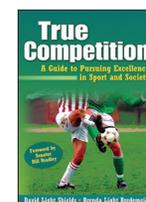


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## Understand the issues, concepts, and principles of sport finance

**Audiences:** A text for upper-undergraduate and graduate sport finance and related courses; a professional reference for better understanding of sport finance issues.

*Sport Finance, Third Edition*, grounds students in the real world of financial management in sport and engages students with a practical approach to traditionally difficult financial skills and principles.

This text emphasizes practical applications to better prepare students for the challenges they will face in the industry. A Budgeting 101 chapter provides a strong foundation for students to build on before delving into the influences on finance, capital structuring, financial management, and profits and losses. The final section of the text covers contemporary issues affecting the sport industry. Students will also learn how various sport entities cope with the effects of recessions and analyze the unique issues that affect various segments of the industry. A comprehensive case study in the last chapter encourages students to apply their knowledge as they explore the various revenues, expenses, and other financial issues of a Division II athletic department over the course of a year.

*Sport Finance, Third Edition*

Gil Fried, JD, Timothy D. DeSchriver, EdD, and Michael Mondello, PhD

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### 35-POINT COST-OF-SALES QUESTIONNAIRE

- Material Costs**
1. What percentage of sales are direct materials?
  2. How is the standard cost for materials established?
  3. How often are these costs reviewed and by what procedure?
  4. Are "use goods" items included as a direct or indirect cost?
  5. How effectively and accurately are purchase parts received and material stored/regarded processed?
  6. Is a part-numbering system maintained?
  7. Does cost accounting's purchase price agree with purchasing's current record and if not, what corrective action is required?
- Direct Labor Costs**
8. What percentage of sales is direct labor?
  9. What percentage of total salary and wages is direct labor?
  10. Which departments have the highest direct labor costs?

19. Is any of the overhead pool applied to materials, and is the rate sufficient to fully absorb actual expenses?
20. Do overhead expenses exist by department?

#### Variances

21. How are variances reported—by job, by standard production runs, or on an exception basis?
22. Are material variances segregated from labor variances?
23. Are labor variances segregated by rate and efficiency factors?
24. Are material variances segregated by price and usage?
25. Are variance results oriented so that causes can be quickly identified and corrected?
26. How effective are variance reports? Who receives, reviews, and analyzes these reports?
27. Are sufficient data provided so all jobs can be adequately reviewed?

26 | Sport Finance

#### A COSTLY RAIN DELAY

An example of a team's revenue and expenses gives an idea of the potential monetary gains and losses that may be present in professional sport.

Although it does not appear that the team's economic condition is all that bad, the revenue, expenses, and pretax profits can swing sharply at any given moment. The numbers shown are not hypothetical; rather, they are the actual revenue and expense numbers for a professional team in 1995. The numbers appeared in an article by a professional team owner who was highlighting the potential perils associated with a team's bottom line. The writer also recounted how in 1984 another team, the New York Giants, had been within a game of first place and had been scheduled to play a doubleheader against the Philadelphia Phillies. A capacity crowd of 50,000 was expected for the games. But a strike began to fall, resulting in postponement. When the games were later rescheduled, the Giants were already out of the pennant picture, and a crowd of only 2,000 attended the doubleheader. Because of the rain delay, the Giants lost more than \$55,000 (Lewis, 1996).

#### Professional Baseball Team × Income Statement

REVENUES (\$)	
Baseball attendance revenue	490,000
Revenue from facility rental	50,000
Revenue from concessions	35,000
<b>Total revenue</b>	<b>\$575,000</b>
EXPENSES (\$)	
Player's salaries (25 players)	225,000
Price for new players	90,000
Transportation bills	10,000
Hotel bills	10,000
Rental expenses and salaries	85,000
Maintenance costs	20,000
Spring training costs	25,000
Player's supplies	11,000
Insurance costs	12,000
Salaries and expenses for 3 coaches	20,000
Expenses for 12 newspapers	38,400
Sundries	11,800
<b>Total expenses</b>	<b>\$526,000</b>
<b>Profit before taxes</b>	<b>\$149,000</b>

Data from Lewis 1996.

#### Revenue

Revenue can come from numerous sources as highlighted earlier. Some traditional sources include ticket sales, concession sales, broadcast revenue, and sponsorship sales. The 2008 Olympic Games in Beijing received 50% of its revenue from broadcasting rights, 40% from sponsorship, 8% from ticketing, and the remaining 2% primarily from licensing and other revenue sources (Kulwanski, 2008). Thus, although many people might think that the greatest revenue for Olympic

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**Chapter 2.** Basic Financial Concepts  
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### Part II. Government and Other Influences on Finance

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**Chapter 5.** Business Structures, Bankruptcy, and Taxation

### Part III. Principles of Financial Analysis

- Chapter 6.** Financial Statements, Forecasts, and Planning  
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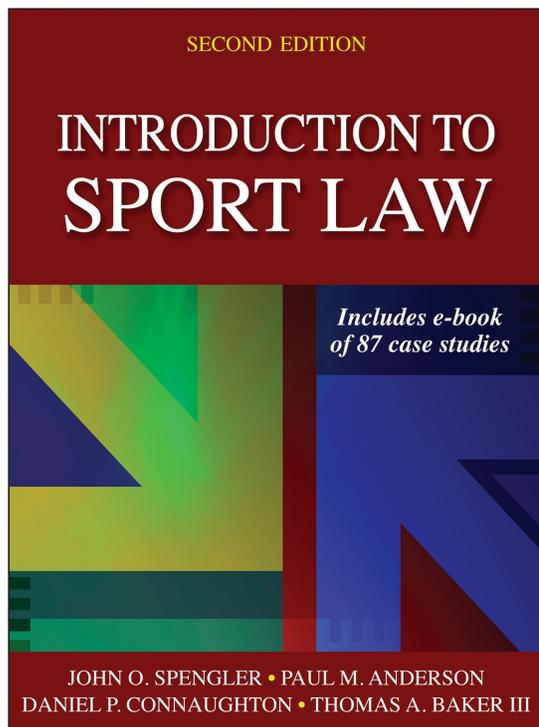
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## A jargon-free explanation of sport law

**Audiences:** A textbook for undergraduate courses in sport law. A reference for libraries; sport administrators; sport officials; event, facility, and sport managers.

*Introduction to Sport Law With Case Studies in Sport Law, Second Edition*, provides students with comprehensive information on the fundamental legal issues in sport and sport management using a jargon-free approach that is accessible to readers with little or no legal background. The content covers legal and management matters most commonly found in sport management, including liability issues, protecting the legal rights of athletes and employees, and managing legal risk. These texts contain straightforward examples and case studies that deliver timely information to ground sport law theory in practical applications.

Fully updated and expanded, *Introduction to Sport Law, Second Edition*, helps students understand the types of law that are most relevant to sport management professionals. New references and updated court cases throughout the text allow students to see laws and issues from a contemporary point of view to further their comprehension. A new chapter on labor law adds a current perspective for students and sport management professionals.

Each chapter provides students with unique insight on the law at hand, examining its relevance from the perspective of both sport management and law professionals, and provides an understanding of its real-world application. Objectives and a glossary of terms to assist students with comprehension and knowledge retention are included in each chapter, and many examples are used to assist in grounding the theory. In the Courtroom sidebars present discussion questions, comprehension checks, and applied perspectives, while Moot Court Cases give students an opportunity to debate hypothetical scenarios and apply principles that they have recently learned to conceptualize the technicalities of sport law.

*Introduction to Sport Law With Case Studies in Sport Law, Second Edition*

John O. Spengler, JD, PhD, Paul M. Anderson, JD, Daniel P. Connaughton, EdD, and Thomas A. Baker, III, JD, PhD

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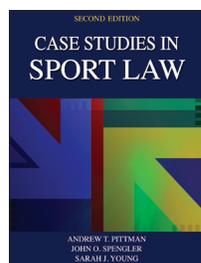


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*Available as an ancillary for Introduction to Sport Law, Second Edition, or can be purchased separately.*

*Case Studies in Sport Law, Second Edition*

Andrew T. Pittman, PhD, John O. Spengler, JD, PhD, and Sarah J. Young, PhD

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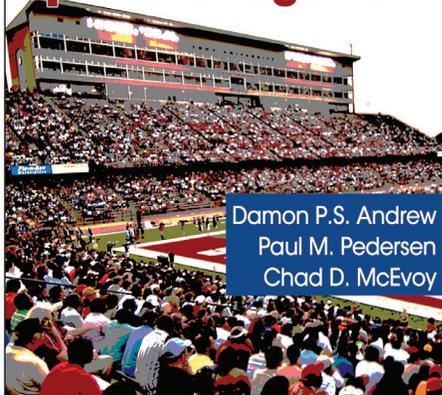
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## Research Methods and Design in Sport Management



Damon P.S. Andrew  
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Chad D. McEvoy

### Address research issues specific to sport business and management

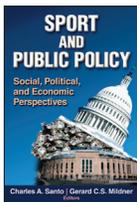
*Research Methods and Design in Sport Management* explains research design, implementation, and assessment criteria with a focus on specific procedures unique to the discipline of sport management. The text introduces students to concepts in sport management research and discusses the ethical issues associated with research projects. An analysis of research design with discussion of specific techniques used in qualitative, quantitative, and mixed-methods research helps readers to determine and design the most appropriate research for their specific needs. Examples of published sport management research from both industry settings and academic environments illustrate ways in which various methodological tools and techniques can be used in answering research questions.

*Research Methods and Design in Sport Management*

Damon P.S. Andrew, PhD, Paul M. Pedersen, PhD, and Chad D. McEvoy, EdD

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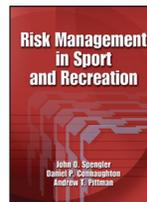


*Sport and Public Policy: Social, Political, and Economic Perspectives*

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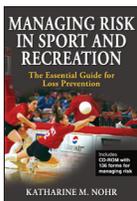


*Risk Management in Sport and Recreation*

John O. Spengler, JD, PhD, Daniel P. Connaughton, EdD, and Andrew T. Pittman, PhD

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\$54.00 (\$70.95 CDN, £39.99 UK, €56.00 EURO)



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Katharine M. Nohr, JD

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#### Curtis Owen

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#### Dan Stebel

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#### Neil Hollwedel

NeilH@hkusa.com • CT, MA, ME, NH, NJ, NY, PA, RI, VT

#### Shelby Strang

ShelbyS@hkusa.com • AK, HI, ID, MS, MT, ND, NE, NV, OR, SD, WA, WY,  
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#### Higher Education Staff

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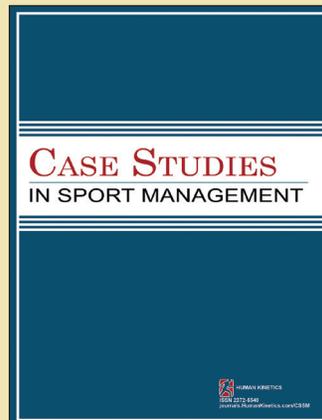


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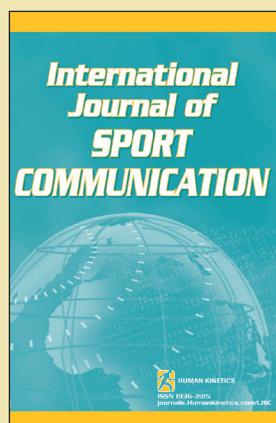


## Real-world cases bring sport management to life

*Case Studies in Sport Management (CSSM)* is a peer-reviewed journal focusing on teaching case studies related to the sport management discipline. *Case Studies in Sport Management* enhances pedagogy in the discipline through the dissemination of teaching cases across the most common functional areas that sport management curricula address, consistent with the

COSMA common professional component topical areas. The only peer-reviewed collection of case studies devoted entirely to sport management, *CSSM* contains cutting-edge cases selected by a stellar editorial board of writers and teachers. This journal is continually updated online, offering instructors flexibility and variety in teaching both emerging and established areas of sport management.

*Case Studies in Sport Management*  
**Chad McEvoy, EdD, Editor**  
 Frequency: Continually updated  
 2016 Volume: 5  
 Online format: ISSN 2167-2458  
 Print format: ISSN 2372-5540  
[Journals.HumanKinetics.com/CSSM](http://Journals.HumanKinetics.com/CSSM)

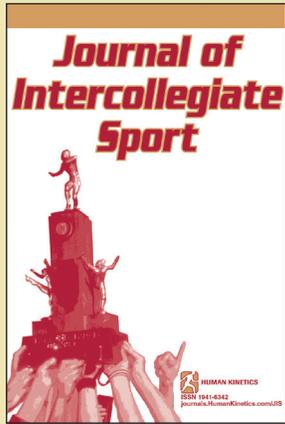


## A look at all communication issues surrounding sport

The *International Journal of Sport Communication (IJSC)* provides a platform for the dissemination of research and information on the unique aspects and divergent activities associated with sport communication. Although many journals cover a single aspect of sport and communication, *IJSC* provides an all-encompassing view of the field by covering any topic related to communication in sport, through sport,

or in a sport setting. This rigorously reviewed quarterly journal features quantitative and qualitative articles, including cutting-edge research, case studies, and editorials. *IJSC* promotes the understanding and advancement of the relationship between sport and communication.

*International Journal of Sport Communication*  
**Paul M. Pedersen, PhD, Editor**  
 Frequency: Quarterly (March, June, September, December)  
 2016 Volume: 9  
 Print format: ISSN 1936-3915  
 Online format: ISSN 1936-3907  
[Journals.HumanKinetics.com/IJSC](http://Journals.HumanKinetics.com/IJSC)



**Examine research in intercollegiate sport**

The *Journal of Intercollegiate Sport (JIS)* provides an exciting forum for research addressing sport in college and university settings. This cross-disciplinary journal publishes articles from the sciences, social sciences, humanities, and professional fields, providing a complete look at all factors affecting intercollegiate sport. The research presented crosses traditional academic boundaries and challenges current views and practices

while maintaining an informative rather than editorial focus. Published semiannually, *JIS* contains research with both theoretical and practical significance. As such, the journal contributes to further research and understanding of intercollegiate athletics and provides ideas on improving or changing current policies and practices.

*Journal of Intercollegiate Sport*  
**Laura J. Burton, Editor**  
**Frequency:** Semiannual (June, December)  
**2016 Volume:** 9  
**Print format:** ISSN 1941-6342  
**Online format:** ISSN 1941-417X  
**Journals.HumanKinetics.com/JIS**



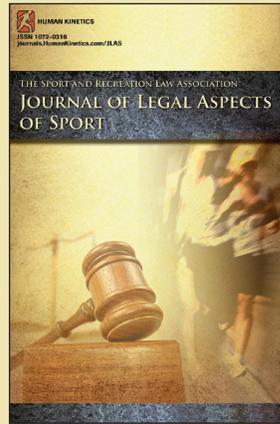
**Scholarly research spanning all areas of sport management**

The *Journal of Sport Management (JSM)* reflects the rapid expansion of the field with its commitment to presenting outstanding original research and up-to-date information addressing all areas and subdisciplines in sport management. *JSM* focuses on the theory and application of management in sport,

with a special emphasis on new trends and emerging subdisciplines. *JSM* exposes readers to diverse issues affecting sport leaders, managers, employees, and volunteers as well as sport organizations in all sectors (i.e., public, nonprofit, and commercial). The journal keeps readers informed on developments in the discipline through short reports, editorials on significant issues, journal abstracts, book reviews, and news items of interest.

*Journal of Sport Management*  
**David Shilbury, PhD, Editor**  
**Frequency:** Bimonthly (January, March, May, July, September, November)  
**2016 Volume:** 30  
**Print format:** ISSN 0888-4773  
**Online format:** ISSN 1543-270X  
**Journals.HumanKinetics.com/JSM**

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**Advance the study of legal issues in the sport paradigm**

The *Journal of Legal Aspects of Sport (JLAS)* is an international peer-reviewed academic journal that increases the understanding and advancement of legal issues as applied to all aspects of the sport paradigm. This established journal serves as an interdisciplinary outlet for meeting the needs of researchers, academicians, practitioners, and policy makers. *JLAS* covers legal and policy issues relevant to professional,

intercollegiate, interscholastic, recreational, and Olympic sport as well as legal, policy, and associated risk management issues affecting sport clubs, fitness, health and wellness, and physical activity.

*Journal of Legal Aspects of Sport*  
**Thomas Baker, III, PhD, Editor**  
**Frequency:** Semiannual (February, August)  
**2016 Volume:** 26  
**Print format:** ISSN 1072-0316  
**Online format:** ISSN 2325-2162  
**Journals.HumanKinetics.com/JLAS**



**Discover emerging trends in sport management education**

*Sport Management Education Journal (SMEJ)* promotes advancement of the body of knowledge in pedagogy as it relates to sport management education and disseminates knowledge about sport management courses, curricula, and teaching. This established semiannual journal, previously published by the North

American Society for Sport Management, addresses a range of issues concerning graduate and undergraduate education in sport management. Topics of interest include curriculum planning, curriculum design, future employment requirements, trends and their impacts, course content, fieldwork, internships, experiential learning, teaching methods, accreditation, community education, tenure, and promotion.

*Sport Management Education Journal*  
**Damon P.S. Andrew, PhD, Editor**  
**Frequency:** Semiannual (April, October)  
**2016 Volume:** 10  
**Print format:** ISSN 1938-6974  
**Online format:** ISSN 2163-2367  
**Journals.HumanKinetics.com/SMEJ**

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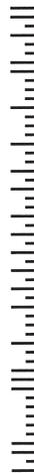
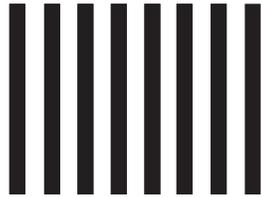
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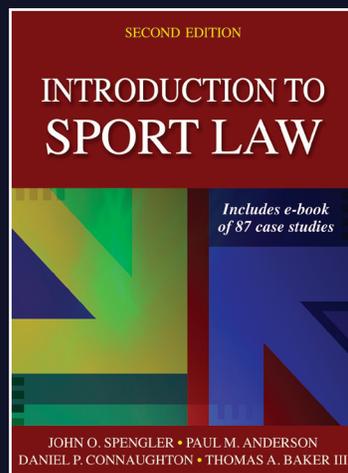
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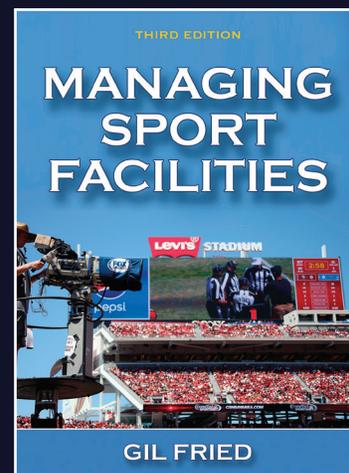
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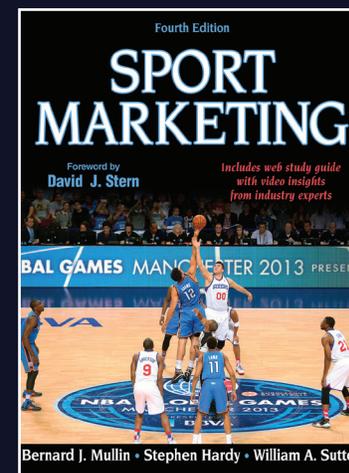
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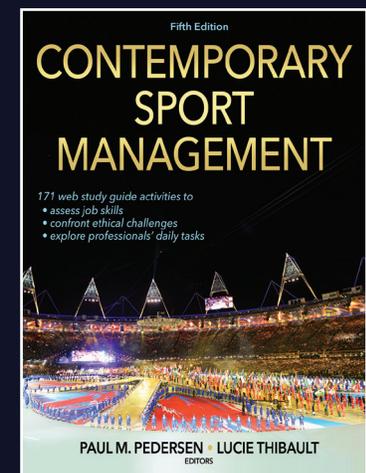
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