

Virtual Business Sports E

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Understanding Business & Legal Aspects of the Sports Industry
International Sport Business Management
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written by european professors and focusing on the specificities of european sport when sport meets business analyses the growing commercialisation of professional sport in recent years and explains how it has developed into a major global industry structured into four sections the book covers the key issues in the business of professional sport the new sport environment analysing the consequences of increasing commercialisation by looking at the multi billion dollar sports goods industry the effects of globalisation and how commercial influences have made running one of europe s most popular sports sport marketing and media investigating the role media and marketing has in commercialisation with emphasis on the growth of sponsorship media rights in european club football and the growing influence of social media in sport sport and finance relating to the economics of european sport there is an investigation into the financial policies employed by european football clubs specifically in regards to the financial fair play regulations and the topical issue of high level corruption sporting events looking at additional factors that affect professional sport highlighting the impact an olympic games can have on a host city and the longevity of an olympic urban legacy the authors have included insightful case studies from across the continent including anti rb leipzig media campaigns in germany financial policies at england s chelsea fc french tennis

federation corporate responsibility media rights in Spain's La Liga the sponsorship viability for Ukraine's Klitschko brothers and the case of Denmark's Viborg FF suitable for undergraduate and postgraduate students in sport related courses including sport management sport economics sport marketing and the sociology of sport

the book delivers an elaboration of multidisciplinary concepts examples and practices that can be useful for researching the evolution of developments in the field in this book we continue to provide a critical look at the information management in business organizations by exploring knowledge aspects from theoretical and practical perspectives the compilation of chapters presented in this book helps to define the range of activities identify areas for future research and draw practical conclusions the variety of industrial sectors examined supports continuous gaining and usage of an efficient business analysis in organizations

this book showcases new research in sport business management around the world offering a platform for the international exchange of ideas best practices and scientific inquiries in a globalized sport economy featuring work from leading sport management scholars from around the world including North America South America Europe Africa and Asia the book addresses a variety of global regional national and community issues that are central to successful sport management combining both qualitative and quantitative studies it explores key themes such as the emergent environment managing change organizational transformation application of technology marketing and promotion and research protocols new case studies cover topics such as entrepreneurship and innovation sport broadcasting digital technologies youth and college sports and the development of the sport management curriculum international sport business management is a fascinating reading for all students and scholars of sport management sport business and sport marketing as well as for any professional working in the sport and leisure industries

Applied Sport Business Analytics with HkPropel Access provides a practical explanation of the use of data analytic metrics in sport exploring selected techniques and tools as well as addressing fundamental applications of analytics within modern sports organizations current and aspiring sport managers will develop their understanding of how analytics can be used strategically to make data informed decisions by selecting and translating data into evidence and meaningful metrics the text begins with an introduction to the world of analytics exploring the social economic and business foundations that form the history of data analytics different strategies used to make data driven decisions are discussed to demonstrate the importance of analytics in a modern sport context the text explains terms and methods that are typical in sport analytics bridging the gap between sport managers and sport analysts to help them understand the perceptions and needs of one another the text's focus on quantitative statistical analysis with its exploration of modeling predictive analytics and forecasting helps students learn how to analyze data and make use of it students will then learn to turn data into visual representations such as cluster diagrams to reveal clear results with practical exercises that utilize five included datasets and are heavily supported by related video tutorials delivered through HkPropel even those without programming experience will learn how to program and transform complex statistical data into easy to understand visuals case studies exploring real world scenarios including player position analysis in women's professional

basketball esport player popularity and market analysis and prospective player evaluation for the nfl draft examine managerial implications to help develop understanding of what questions to ask how to interpret data and how to use data to make informed decisions finally an in depth look at how cutting edge analytics mechanisms were used to analyze over one million tweets associated with the nba over an entire season will illustrate how to successfully work with large amounts of data to achieve results concepts throughout the book are made easy to understand through exercises datasets and video lectures on key topics all accessible through hkpropel these tools combine to provide valuable experience and practical understanding interview with a professional sidebars offer additional real world glimpses into the use of analytics by practitioners in sport business applied sport business analytics will provide a broader and deeper knowledge of the use of sport analytics for aspiring sport managers data analysts and practitioners alike it will prepare them to translate metrics in a useful way that allows them to make data informed and data driven decisions to achieve desired outcomes in their organization note a code for accessing hkpropel is not included with this ebook but may be purchased separately

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