



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 industry, addressing topics including:

- the history of sport management
- the role of the manager
- levels of management
- the public, private and voluntary sectors
- sport management in the global marketplace

With suggestions for further reading throughout the text, a comprehensive chapter on employment and employability, and case studies which explore both theory and practice, *Sport Management: The Basics* offers a clear and concise introduction for anyone seeking to study or work in sport management.

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