

Third Edition

The Management of Sport

Its Foundation and Application

Bonnie L. Parkhouse

THE MANAGEMENT OF SPORT

ITS FOUNDATION AND APPLICATION

THIRD EDITION

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With the Endorsement of
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Preface

This book represents a “labor of love” for me personally. Although it is virtually impossible to exhaustively describe the body of knowledge that constitutes a profession in one volume, *The Management of Sport: Its Foundation and Application*, third edition, reestablishes the precedent set by the previous edition, serving as the most comprehensive and current entry in its market. This edition is tailored around the informational needs of the sport manager and benefits from new contributors.

In the era of the fitness entrepreneur, sport has become even more significant (especially financially) and pervasive in our society. This multibillion-dollar industry places unique demands on its personnel and increasingly requires specialized training. Jobs in the sport industry involve myriad skills applicable to the sport setting and specific to the increasingly complex and multifaceted areas it represents. As a result, a new breed of specialists has emerged. Sport management is now recognized as a legitimate field of study in colleges and universities throughout the world. *The Management of Sport: Its Foundation and Application*, third edition, is the most comprehensive compilation of subject matter published to date for the sport management profession.

AUDIENCE

In increasing numbers, students with a wide variety of backgrounds are choosing a course of study in sport management. Our intention with this book is to cater to this changing and rapidly growing audience.

Also, although this book was primarily written for third- and fourth-year undergraduate and postgraduate students, instructors at other levels are encouraged to review its content for potential use as well. **Practitioners will also find it to be a valuable resource.**

FEATURES

Organization

This book uses a unique approach in addressing the substantive aspects of the profession by presenting both the theoretical foundations and subsequent application of these principles.

Content

This book is a compilation of great minds and talent from around the world. Over twenty contributors lent their expertise, providing credibility in regard to content and expanding the student’s understanding of the concepts as applied worldwide. For example, there is a new chapter on sport governance, which addresses international, scholastic, collegiate, and professional sports. This chapter shows readers the importance of how sports organizations govern themselves. This topic and all of the other core topics integral to a career in sport management (e.g., finance, human resources, budgeting, and so on) are captured and bound in this book.

Current events in the field are also included, such as an updated history of employer-employee relationships in four professional team sports. It examines crisis situations, their influence on the

industry, and how opposing sides worked through differences.

Pedagogy

This text uses many pedagogical features to aid students' comprehension of many diverse topics.

- Each author has indicated **key terms** with which the student will become familiar while reading the chapter. These terms are located at the beginning of each chapter, as well as in bold face type either in headings or text when they are discussed within the chapter.
- Each major section ends with a **Concept Check** that highlights the main discussion.
- A succinct, enumerated **Summary** emphasizes the key points in each chapter.
- Each chapter includes a complete list of **References**. It is recommended that students read these references carefully for supplemental information.
- **Review Questions and Issues and Case Studies** give students further insight into how to apply the theoretical principles.
- **Critical Thinking Exercises** ask readers to take what they've learned in each chapter and find the solution to a real-world problem facing sport management.
- Annotated **Web Sites** provide additional information not addressed in each chapter.

ACKNOWLEDGEMENTS

I would like to express my gratitude to all who contributed to *The Management of Sport: Its Foundation and Application*, 3d edition. Joyce Watters, project

manager, Gary O'Brien and Tricia Musel, developmental editors, made an invaluable contribution to this work. Their tireless effort, expertise, and professionalism are greatly appreciated. They kept all of us on schedule under very challenging circumstances.

The ultimate success of a book is contingent on the quality of subject matter presented. Drawing on the expertise of a "Who's Who" list of contributors, this work—as forementioned—is the most comprehensive compilation of subject matter ever published for the sport management profession. Without question, the authors made a commitment to excellence and set other priorities aside to meet extremely demanding deadlines.

I am also grateful to Stan Brassie, University of Georgia, for significant input that enhanced the quality of several individual chapters.

A special thanks goes to the reviewers, who reviewed the current edition; their feedback was tremendously helpful in focusing the revision.

Ruth H. Alexander, University of Florida at Gainesville

David B. Carr, Ohio University

L. Marlene Mawson, Illinois State University

Anita M. Moorman, University of Louisville

Many thanks to everyone who contributed to this book. In my opinion, it's an accomplishment we can all be proud of.

Bonnie L. Parkhouse, Editor

Editor

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Bonnie L. Parkhouse, Professor, received a Ph.D. in Administration from the University of Minnesota. She is currently a member of the faculty in the School of Tourism and Hospitality Management. Previous faculty appointments include the University of Southern California and California State University, Fullerton. Eighteen of her studies have been published in distinguished refereed research journals. Numerous articles she has written have appeared in trade and commercial publications, and she is the senior author of previous books and the editor of the first and second editions of this revision.

Dr. Parkhouse is a former member of the editorial boards for the *Journal of Sport Management* and *Quest*. She is currently a member of the review board for the *International Journal of Sport Management*. She also served as one of seven members of the Sport Management Program Review Council (SMPRC), which acts as an entity for the purpose of reviewing sport management programs in the United States. On invitation, she has served as a consultant in sport management curricular matters at numerous institutions in the United States, as well as in England, Australia, and the Caribbean. Dr. Parkhouse is recognized as a progenitor of sport management curricula and theory; her publications are frequently cited by other authors.

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Dianna P. Gray, Associate Professor, received her Ph.D. from The Ohio State University, and has held faculty positions at Kent State and Indiana Universities. Her research and teaching areas include sport marketing, management, and media relations, and she has published in a variety of trade and scholarly journals. The Indiana Pacers, Cleveland Indians, Cleveland Force, Women's Basketball Coaches Association, and Gus Macker Basketball are among the various sport organizations for which she has

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Prior to accepting her position with York University, Susan was a consultant with the (then) Fitness and Amateur Sport Branch for eight years. Her responsibilities included working with a portfolio of National Sport and Recreation Organizations to assist them with issues of organizational development and leadership. Her knowledge of the national and provincial sport system in Canada is extensive.

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