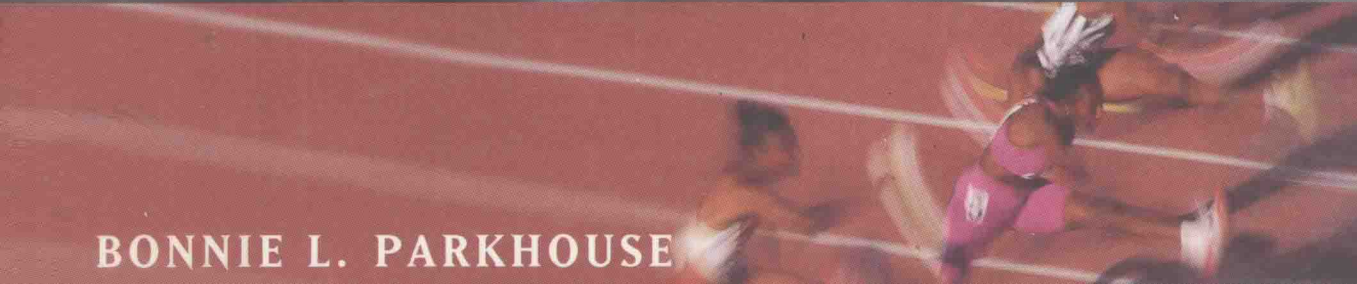




THE MANAGEMENT OF SPORT

ITS FOUNDATION AND APPLICATION

SECOND EDITION



BONNIE L. PARKHOUSE

THE MANAGEMENT OF SPORT

ITS FOUNDATION AND APPLICATION

SECOND EDITION

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With the Endorsement of
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Preface

This book represents a “labor of love” for me personally. When approached by Mosby-Year Book, Inc. and officials of the National Association for Sport and Physical Education (NASPE) to serve as editor of this project initially, I immediately accepted the challenge. 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*, 2nd Edition, reestablishes the precedent set by the first 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 specialty areas of experiential learning, organizational theory, group decision making and labor relations.

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 United States, Canada, and other countries. Lacking has been textbooks and related resources in this endeavor. *The Management of Sport: Its Foundation and Application*, 2nd Edition, is the most compre-

hensive 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

Topics never before addressed in a text of this nature include: Experiential Learning (Chapter 3), which explains how internships add to the student’s educational experience by providing real-world experience.

Organizational Theory and the Study of Sport (Chapter 5), which links organization theory, the politics of specific power structures, and a variety of organizational designs.

Group Decision Making (Chapter 6), which presents ideas for fostering involvement, dealing with polarized factions, and keeping groups focused on the task at hand.

Labor Relations (Chapter 8), which presents a history of employer-employee relationships in four major professional team sports, and also outlines crisis situations, their influence on the industry, and how opposing sides work through differences.

A chapter on Sport Licensing (Chapter 16) details the licensing recruitment, application, and review process and provides information on license distribution, royalties, and counterfeit detection.

Case Studies included throughout the book, offers the student an opportunity to apply new concepts by working through practical examples.

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, Case Studies, and Exercises** give students further insight as to how to apply the theoretical principles.

ACKNOWLEDGEMENTS

I would like to express my gratitude to all who contributed to *The Management of Sport: Its Foundation and Application*, 2nd Edition. Brian Morovitz, Developmental Editor, made an invaluable contribution to this work. His tireless effort, expertise, and professionalism is greatly appreciated. He single-handedly kept all of us on schedule under very challenging circumstances. I'd also like to thank Andrea Bednar, Associate Editor at Carlisle Publishers Services, for her attention to detail and troubleshooting.

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 authors and 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.

Special thanks to the reviewers of the second edition. Their feedback helped strengthen this edition:

Joseph Brownholz, University of Miami
 Timothy Domke, Wayne State University
 Bonnie S. Hamryka, University of North Carolina
 Thomas H. Sawyer, Indiana State University
 Marcia L. Walker, University of Northern Colorado
 Roy E. Yarbrough, Liberty University

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

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Bonnie L. Parkhouse, Professor, received a Ph.D. in Administration from the University of Minnesota. Previous faculty appointments include the University of Southern California and California State University, Fullerton. Over 15 of her studies have been published in distinguished 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 1st Edition of this revision.

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