



International Cases in the Business of Sport: Second Edition

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Contemporary sport is big business. Major teams, leagues, franchises, merchandisers and retailers are in fierce competition in a dynamic global market place. Now in a fully revised and updated second edition, *International Cases in Sport Business* presents an unparalleled range of brand new, cutting-edge case studies that show how contemporary sport business is done, that illustrate the most important issues and managerial developments in professional sport, and that provide fascinating insight into commercial management practice.

Written by a team of expert academics and practitioners, the cases presented in this book come from every corner of the sporting world, including organisations and events as diverse as the NBA, the Americas Cup, the Tour de France, the PGA, Barcelona FC and Australian Open tennis. They explore key contemporary themes in sport business and management, such as broadcast rights, social media, strategic development, ownership models, mega-events, sports retailing, globalisation, corruption and financial problems. Each case is carefully structured, including a thematic focus, a clear summary, a case diagnosis, a guide to further resources, and a series of questions, graduated by difficulty, to encourage critical reflection. The book includes shorter cases that can be used without pre-reading in seminars and discussion groups, as well as longer, in-depth cases for use out of the classroom in coursework or assignments, and a companion website provides additional teaching notes for lecturers and instructors on each case plus a general guide to using case studies.

No other self-contained resource offers a comparable breadth or depth of international case material or carefully-structured teaching and learning material. *International Cases in Sport Business* is an essential companion to any sport business or sport management course, and fascinating reading for any sport business professional looking to deepen their understanding of contemporary management.

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