

## Strategic Sports Event Management Olympic Edition

This is a multi-disciplinary contribution to the burgeoning literature on and around mega-events in general and sports mega-events in particular. The volume is not specifically about mega-events or their management, but rather how such events act as a lens through which a number of important and critical questions about the decisions to host, the host nation, its society and the politics of culture, sport and leisure more broadly can be dealt with. In doing so this book seeks to build on, and out from initial work on (sports) mega events by acknowledging the major shift towards 'emerging' states awarded such events since 2006 and incorporating the latest advances in research that have taken place in recent years. For example, debates about what constitutes a 'mega-event', what is meant by a 'legacy', what is 'soft power' and so on are dealt with from a team of leading academics from a variety of academic disciplines. This book was previously published as a special issue of Leisure Studies.

From the Olympic Games to community-level competitions, sports events can be complex and pose a particular set of managerial challenges. The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of every size and scale, from small to mega-events, including one-off and recurring events, and single-sport and multi-sport events. The book adopts a unique stakeholder perspective, structured around the groups and individuals who have an interest in and co-create sports events, including organising committees, promoters, sport organisations, spectators, community groups, sponsors, host governments, the media and NGOs. Each chapter addresses a specific stakeholder, defines that stakeholder and its relationships with sports events, describes the managerial requirements for a successful event, assesses current research and directions for future research, and outlines the normative dimensions of stakeholder engagement (such as sustainability and legacy). No other book takes such a broad view of sports event management, surveying key theory, current research, best practice, and moral and ethical considerations in one volume. With contributions from leading sport and event scholars from around the world, the Routledge Handbook of Sports Event Management is essential reading for any advanced student, researcher or professional with an interest in sport management, sport development, sport policy or events.

Once only associated with North America and Europe, formal athletic events are now becoming more prevalent in Asia as well. With the expansion of this industry, there is a need for efficient and strategic advertising to promote competitions, events, and teams. Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry. This publication is an essential

reference source for academicians, researchers, industry practitioners, and upper-level students interested in the theories and practices of sports marketing and management with a special focus on Asia.

"Marketing of Olympic sport organisations" was developed for use in the Executive masters in sports organisation management (MEMOS) programme. It offers valuable insight into the purposes of Olympic sport organisations as well as the differences between profit-motivated sport businesses and not-for-profit sport organisations. The book also shows how to integrate the two increasingly similar concepts into a marketing strategy.

"This book is a comprehensive reference source for the latest scholarly material on the effectiveness of current methodologies and theories in an effort to improve promotional activities, management, and the organization of all aspects of the sports industry. Highlighting a range of pertinent topics such as brand management, social media, and sports tourism marketing"--

This book provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to community sport. Introducing key theory and best practice, it offers a practical, step-by-step guide to planning, organizing, managing and evaluating events. Now in a fully revised and updated fourth edition, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and the long term. It uses international case studies in every chapter, from the NBA and NFL to Formula 1 and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of several Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including: sports organizations, such as the IOC, FIFA and World Athletics, and their interactions with event partners, the media and promoters short-term and long-term benefits of the planning process event impact and legacy operational functions, including finance, ticketing, transport, venues, IT, human resources and security marketing and communications, including social networking and new media the bidding process research and evaluation This new edition includes expanded coverage of digital and social media, the social impact of events, sustainability, security, entrepreneurship, employability and much more. It is an essential text for any sports event course and invaluable reading for any student or practitioner working in sport business, sport management, sport development or event management. The textbook is supported by useful online resources, including additional case studies and exam questions for each chapter.

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Contemporary sport is big business. Major teams, leagues, franchises, merchandisers and retailers are in fierce competition in a dynamic global marketplace. Now in a fully revised and updated second edition, *International Cases in the Business of Sport* presents an unparalleled range of cutting-edge case studies that show how contemporary sport business is done and provides insight into commercial management practice. Written by a team of international experts, these case studies cover organisations and events as diverse as the NBA, the Americas Cup, the Tour de France, the PGA tour, FC Barcelona and the 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 study also includes discussion questions, recommended reading and links to useful web resources. *International Cases in the Business of Sport* 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.

*Managing People in Sport Organizations* provides a comprehensive overview of the theory and practice of managing people within a strategic framework. This revised and updated second edition examines a range of strategic human resource management approaches that can be used by sport organizations to respond to contemporary challenges and to develop a sustainable performance culture. Drawing on well-established conceptual frameworks and current empirical research, the book systematically covers every key area of HRM theory and practice, including: recruitment training and development performance management and appraisal motivation and reward organizational culture employee relations diversity managing change This new edition also includes expanded coverage of social media, volunteers, and individuals within organizations, and is supported with a new companion website carrying additional resources for students and instructors, including PowerPoint slides, exam questions and useful web links. No other book offers such an up-to-date introduction to core concepts and key professional skills in HRM in sport, and therefore *Managing People in Sport Organizations* is essential reading for any sport management student or any HR professional working in sport.

*Managing Major Sports Events: Theory and Practice* is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Now in a fully revised and updated new edition, the book draws on the latest research from across multiple disciplines, explores real-world situations, and emphasises practical problem-solving skills. It covers every key area in the event management process, including: • Bidding, leadership, and planning; • Marketing and human resource management; • Venues and ceremonies; • Communications and technology (including social media); • Functional area considerations (including sport, protocol, and event services); • Security and risk management; • Games-time considerations; • Event wrap-up and evaluation; • Legacy and sustainability. This revised edition includes expanded coverage of cutting-edge topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and managing Games-time. Each chapter combines theory, practical

decision-making exercises, and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an "Outlook, Trends, and Innovations" section in each chapter, plus "tips" from leading events professionals. *Managing Major Sports Events: Theory and Practice* is an essential textbook for any course on sports event management or international sports management, and an invaluable resource for all sport management researchers, practitioners and policymakers. Online resources include PowerPoint slides, multiple choice questions, essay questions, stories, and decision-making exercises.

*Innovative Marketing Communications for Events Management* provides students and event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature. The book builds a conceptual framework for the development, planning, implementation and evaluation of innovative communication strategies for the marketing of events, and the effective use of events as an innovative communications method in general organizational marketing. With a strong practical underpinning, *Innovative Marketing Communications for Events Management* emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies.

In 2012, over four billion people tuned in to watch the London Summer Olympics. As the single largest mega-event in the world, the Olympics has the power to captivate the global imagination. Long before athletes vie for a gold medal, however, competition between cities eager to host the Games kicks off with a rigorous bid process. The lengthy and expensive endeavor to host the Olympics is as high-stakes as any sporting event. Rather than encouraging cities to refrain from bidding, *Bidding for Development* takes a policy approach that challenges stakeholders to bid responsibly and strategically in pursuit of concrete outcomes. Every bid city has the potential to accelerate long-term transportation development through a strategic and robust planning process. This book concentrates on the phenomenon of repeat Olympic bids and the opportunities that may come from bidding, particularly for those cities that never win the Games. In this context, *Bidding for Development* explores the intersection between transportation infrastructure development, the Olympic bid process, and the resulting legacies experienced by bid losers. The findings address the central question: how can participating in the Olympic bid process accelerate transportation development regardless of the bid result? In response, this book presents a Bid Framework outlining how and when cities may use the bid to unite resources, align transportation priorities, and empower leaders to achieve urban development objectives in preparation for the Olympic bid. The Bid Framework is then applied to two case studies, Manchester and Istanbul, to examine each bid loser's effectiveness in using the bid process to catalyze transportation development. Concurrently, the book takes into consideration how the International Olympic Committee's evolving bid regulations and requirements relate to urban development and positive social legacy. *Bidding for Development* delivers actionable recommendations for all Olympic stakeholders to improve the value of the bid process and transportation benefits beyond the Games.

*Strategic Sport Communication, Second Edition*, presents a standard framework that introduces readers to the many ways in which individuals, media outlets, and sport organizations work to create, disseminate, and manage messages to their constituents.

This edition stresses some critical reflections regarding security policies before and during Sport Events in our contemporary era of generalized insecurity. Sport competitions at the national, European and global levels have evolved in terms of economic investment, social importance and media coverage. However, this evolution has brought with it major political concerns. At the same time, the dominant

question regarding the organization of competitions in our post-modern, neoliberal risk societies is the creation of a safe and secure milieu; the need of construction of an environment of life where sport events and the multiple activities and interests related to them can be kept safe from any risk and potentially harmful occurrence. In the name of security, anticipatory dispositifs and risk management practices, rationalities and technologies of government do not exclusively attempt to prevent disastrous incidents or to maintain order in situ. Involving a set of heteronymous public and private organizations and bureaucraties, state "experts" and not state "security managers", proactive security strategies seek to imagine the future, to pre-empt, to act in advance, to anticipate possible catastrophic incidents by managing populations and spaces in order to set, to assure, with any cost, the ideal conditions. The aim of this volume is to highlight the complex set of legal provisions, surveillance and policing practices, discourses, bureaucratic procedures and spatial and architectural forms underpin the security governance of sport events and their effects in the contemporary era of widespread uncertainty. This book was published as a special issue of *Sport in Society*.

The Olympic Games have become the definitive sports event, with an unparalleled global reach and a remarkably diverse constituency of stakeholders, from the IOC and International Federations to athletes, sponsors and fans. It has been estimated, for example, that 3.6 billion people (about half of the world population) watched at least one minute of the Beijing Games in 2008 on television. The driving force behind the rise of the modern Olympics has been the Olympic marketing programme, which has acted as a catalyst for cooperation between stakeholders and driven the promotion, financial security and stability of the Olympic movement. This book is the first to explain the principles of Olympic marketing and to demonstrate how they can be applied successfully in all other areas of sports marketing and management. The book outlines a strategic and operational framework based on three types of co-productive relationships (market, network and informal) and explains how this framework can guide professional marketing practice. Containing case studies, summaries, insight boxes and examples of best practice in every chapter, this book is important reading for all students and practitioners working in sports marketing, sports management or Olympic studies.

This volume explores sporting mega-events, their social, political, and cultural characters, the value systems that they inscribe and draw on, the claims they make on us and the claims the organisers make for them, the spatial and ethical relationships they create, and the responses of civil societies to them.

The aim of this book is to present, in a simple and practical way, the current knowledge of management that has been developed by and for Olympic Sport Organisations (OSOs) worldwide. The book is composed of six chapters that cover six key competencies expected of OSO managers: 1/ Organising an OSO by understanding its environment, internal structure and operations. 2/ Managing an OSO strategically by preparing, carrying out and evaluating a strategic plan. 3/ Managing human resources in an OSO through the development of rules and regulations, recruitment, motivation and training. 4/ Managing an OSO's finances using appropriate and transparent procedures. 5/ Managing marketing in an OSO in line with the global strategy of the organisation, stakeholders' requirements and sponsorship opportunities. 6/ Organising major sport events, when appropriate for the organisation's strategy and when compatible with available human resources and facilities.

Strategic Sports Event Management Third edition Routledge

The hosting of sports events – whether large international events, or smaller niche interest events – has huge and long-lasting

impacts on the local environment, economy and industry. Strategic Sports Event Management: Olympic Edition provides students and event managers with an insight into the strategic management of sports events of all scales and nature. The framework offers a planning process that can be used to understand the importance of a strategic approach, and shows how to implement strategies that can achieve successful sports events over the short and long-term. The text uses international case studies throughout to offer real-world insight in both larger and smaller events. Plus, in this new Olympic edition, a case study from the Beijing Olympiad is included in each chapter. Through this topical and timely addition to the text, we can understand the lessons to be learned by events managers of events of all sizes. Written by an experienced author and using first-hand research the text looks at: the organizations involved such as the IOC, FIFA and IAAF, and their interactions with charities, the media and promoters the short-term and long-term benefits of the planning process evaluating the event, its impacts and legacies operational strategies including finance, ticketing, transport, venues, IT, communications, equipment and personnel the bidding process and what is required for a successful bid Strategic Sports Event Management: Olympic Edition builds on the substantial success of the first edition and is vital reading for students and practitioners alike.

Sport is an essential part of community structure, membership and identity. Whether on the field of play, in stadia, or on the streets, sport has consistently brought together disparate individuals to share culture, values and memories. Nowadays these relationships are being rewritten through the effects of global socio-economic practices, the interventions of government, the impact of cultural imperialism and, at the local level, through the actions of individuals and new constituencies that are emerging in response. Furthermore, this generates discourse on matters of regional and national identity. This themed issue presents a range of essays that examine the relationship between sport and society through the conceptual lenses of community, mobility and identity. Drawing upon insights from contemporary history and current political phenomena from leading academic specialists in the field, the issue addresses cross-cutting themes such as loyalty and allegiance, migration and integration, identity and collective memory, and the politics of resistance and change, which will be of interest to the political scientist, the contemporary historian and sport scholar alike. This book was previously published as a special edition of the journal Sport in Society.

Keeping pace with the rapidly evolving field of sport management, Contemporary Sport Management, the authoritative introductory text in the field, returns with a thoroughly updated seventh edition. Over 50 contributors with a diverse array of cultural and educational backgrounds deliver a complete and contemporary overview of the field, presented in full color for a visually engaging read. With a simplified structure to reflect current demands of the profession and addressing all the Common Professional Component topics outlined by the Commission on Sport Management Accreditation (COSMA), Contemporary Sport Management, Seventh Edition With HKPropel Access, is organized into three parts. Part I, Introduction to Sport Management, provides an overview of the field and leadership concepts associated with it. Part II, Sport Management Sites, details the major settings in which many sport management careers are carried out, including new content on sport participation across the life span. In part III, Sport Management Functions, readers will learn about the key functional areas of sport management, including sport marketing,

sport communication, sport facility and event management, and more, with new content on sales as a career path. New and updated content throughout this edition allows students to stay on the leading edge of the field: Discussion of the evolution of esports, fantasy sports, and sport betting Content covering emerging technologies in sport management, including streaming, artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) New case study sidebars with short-answer questions Recommended Case Studies in Sport Management journal articles for each chapter, designed to promote critical thinking and demonstrate understanding of chapter content Related student learning activities and recommended articles are now delivered through HKPropel. These supplemental materials are designed to increase student engagement and enhance understanding of chapter content. With more than 200 activities, including comprehension activities, web activities, and Day in the Life activities tied to professional profiles, students will be challenged to think critically about sport management as both a field of study and a vibrant professional environment with a variety of career paths, and they will develop insight into issues they will encounter in their careers. Chapter quizzes are also included and can be assigned by instructors. Contemporary Sport Management, Seventh Edition, will broaden students' understanding of sport management issues, emphasizing critical thinking, ethics, and diversity while providing students with an introduction to all the aspects of the field they need to know as they prepare to enter the profession. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

The Olympic Games are the world's most complex and challenging sport mega-event to organize. Managing the Olympics is the first ever attempt to bring together the world's leading Olympic management researchers in one book and draws on the latest research into the management challenges faced by the organizers and key stakeholders of the Games.

Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. Advertising and Branding: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

What remains of a great sporting spectacle after the last race is run or the final match is played? How can the vast expense of mounting such events be justified? What if there is nothing left behind or what if the legacy is negative, a costly infrastructure which is unused or a debt-ridden host city? The Routledge Handbook of Sport and Legacy addresses perhaps the most important issue in the hosting of major contemporary sporting events: the problem of 'legacy'. It offers a rigorous, innovative and comparative insight into this contested concept from interdisciplinary and practical perspectives. Major events must now have a conscious, credible and defined policy for legacy to meet public expectations. The book provides a comprehensive survey of the various kinds of legacy that can be delivered, as well as a close examination of the potential benefits and practical challenges

involved in each. From 'hard' legacies, such as stadia and infrastructure, to 'soft' legacies including skill development, attitude change and capacity building, the book offers both a historical case study and an innovative strategic management approach, and establishes the limits of what can realistically be achieved in terms of economic, social, cultural, physical and sporting development. The Routledge Handbook of Sport and Legacy includes contributions from world leading scholars and practitioners and features detailed case studies of major sports events from around the world, including the FIFA World Cup and ten Olympics Games from London in 1908 to London 2012. It is invaluable reading for students and researchers working in sport studies, events management, human geography, economics or planning, and an essential reference for any professional engaged in delivering legacy through sport.

Anybody working in sport management will be involved in the operation of a sports facility at some point in their career. It is a core professional competency at the heart of successful sport business. Sport Facility Operations Management is a comprehensive and engaging textbook which introduces cutting-edge concepts in facilities and operations management, including practical guidance from professional facility managers. Now in a fully revised and updated second edition—which introduces new chapters on capital investment and operational decision-making—the book covers all fundamental aspects of sport facility operations management from a global perspective, including: ownership structures and financing options planning, design, and construction processes organizational and human resource management financial and operations management legal concerns marketing management and event planning risk assessment and security planning benchmarking and performance management Each chapter contains newly updated real-world case studies and discussion questions, innovative 'Technology Now!' features and step-by-step guidance through every element of successful sport facilities and operations management, while an expanded companion website offers lecture slides, a sample course syllabus, a bank of multiple-choice and essay questions, glossary flashcards links to further reading, and appendices with relevant supplemental documentation. With a clear structure running from planning through to the application of core management disciplines, Sport Facility Operations Management is essential reading for any sport management course.

How do Olympic legacies come about? This book offers an alternative approach to the study of Olympic and mega-sport event legacy, challenging how legacy is conceptualised and practised. It shifts the focus from legacy as a retrospective concept concerned with what has been left behind after the Games, to a prospective one interested in actions and interactions stimulated by the Games. The book argues that creating Olympic legacy is a continuing four-stage process involving 'investing' (the accumulated common Olympic cultural capital), 'interpellating' (forming a trusteeship relationship where one party undertakes to change the capacity of another), 'developing' (ensuring participation in interactions and resource development) and 'codifying' (documenting, sharing and remembering legacies so they become cultural capital). It presents a developmental approach to the Olympics which involves vision, trustees and trusteeship and is concerned with capacity building at individual, organisational and societal levels. Thinking of Olympic legacy as capacity building allows seeing the goal of legacy as an embodiment of the aspirations of the Olympic Movement and the Games to introduce radical change in society by transforming its structure. Rethinking Olympic Legacy is essential reading for all students and scholars within an interest in the Olympics, as well as for administrators, policymakers and planners involved with mega-sport events.

This new edition of a widely adopted textbook equips students with a comprehensive understanding of the sport industry. With a focus on



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management, strategy, marketing and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice. Content specific to each of the vital stakeholders in the sport business is included. Foster, O'Reilly and Dávila present a set of modular chapters supported with international examples. Supplementary materials available to instructors include mini-cases, full case studies, activities, in-class lecture materials and exercises to help students apply the decision-making approach to real-world situations. The book includes content about sport organizations, such as the Olympic Games, FIFA World Cup, the European Premier Leagues and Major North American Professional Sport Leagues. Stanford cases are updated for the second edition and entirely new chapters cover the latest topics, including esports, sports gambling, fantasy sports and crisis management. This is an ideal textbook for upper-level undergraduate and postgraduate students of sports business and management.

Managing Major Sports Events: Theory and Practice is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Now in a fully-revised and updated new edition, the book draws on the latest research from across multiple disciplines; explores real-world situations, and emphasises practical problem-solving skills. It covers every key area in the event management process, including:

- Bidding, leadership, and planning
- Marketing and human resource management
- Venues and ceremonies
- Communications and technology (including social media)
- Functional area considerations (including sport, protocol, and event services)
- Security and risk management
- Games-time considerations
- Event wrap-up and evaluation
- Legacy and sustainability

This revised edition includes expanded coverage of cutting-edge topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and managing Games-time. Each chapter combines theory, practical decision-making exercises and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an 'Outlook, Trends and Innovations' section in each chapter, plus 'tips' by leading events professionals. Managing Major Sports Events: Theory and Practice is an essential textbook for any course on sports event management or international sports management, and an invaluable resource for all sport management researchers, practitioners and policy-makers. Online resources include PowerPoint slides, multiple choice questions, essay questions and decision-making exercises.

International Sport Management is the first comprehensive textbook devoted to the organization, governance, business activities, and cross-cultural context of modern sport on an international level. As the sport industry continues its global expansion, this textbook serves as an invaluable guide for readers as they build careers that require an international understanding of the relationships, influences, and responsibilities in sport management. Through a systematic presentation of topics and issues in international sport, this textbook offers a long-overdue guide for students in this burgeoning subfield in sport management. Editors Li, MacIntosh, and Bravo have assembled contributors from all corners of the globe to present a truly international perspective on the topic. With attention to diversity and multiple viewpoints, each chapter is authored by distinguished academics and practitioners in the field. A foreword by esteemed sport management scholar Dr. Earle Zeigler emphasizes the importance of a dedicated study of the issues in international sport management. All chapters in the text use a global perspective to better showcase how international sport operates in various geopolitical environments and cultures. The text is arranged in five parts, each serving a unique purpose:

- To outline the issues associated with international sport management
- To examine sport using a unique perspective that emphasizes its status as a global industry
- To introduce the structure of governance in international sport
- To examine the management essentials in international sport
- To apply these strategies in the business segments of sport marketing, sport

media and information technology, sport facilities and design, sport event management, and sport tourism. Written to engage students, *International Sport Management* contains an array of learning aids to assist with comprehension of the material. It includes case studies and sidebars that apply the concepts to real-world situations and demonstrate the varied issues, challenges, and opportunities affecting sport management worldwide. Chapter objectives, key terms, learning activities, summaries, and discussion questions guide learning in this wide-ranging subject area. In addition, extensive reference sections support the work of practitioners in the field. With *International Sport Management*, both practicing and future sport managers can develop an increased understanding of the range of intercultural competencies necessary for success in the field. Using a framework of strategic and total-quality management, the text allows readers to examine global issues from an ethical perspective and uncover solutions to complex challenges that sport managers face. With this approach, readers will learn how to combine business practices with knowledge in international sport to lead their current and future careers. *International Sport Management* offers readers a multifaceted view of the issues, challenges, and opportunities in international sport management as well as the major functional areas that govern international sport. The text provides students, academics, and practitioners with critical insights into the practice of business as it applies to international sport.

The book aims to outline the progress, problems and challenges of delivering a safe and secure Olympics in the context of the contemporary serious and enduring terrorist threat. The enormous media profile and symbolic significance of the Olympic Games, the history of terrorists aiming to use such high-profile events to advance their cause, and Al Qaeda's aim to cause mass casualties, all have major implications for the security of London 2012. Drawing on contributions from leading academics and practitioners in the field the book will assess the current terrorist threat, particularly focusing on terrorist targeting and how the Olympics might feature in this, before addressing particular response themes such as transport security, the role of surveillance, resilient designing of Olympic sites, the role of private security, and the challenge of inter-agency coordination. The book will conclude by providing an assessment of the legacy of Olympic security to date and will discuss the anticipated issues and dilemmas of the future. This book will be of interest to students of terrorism studies, security studies, counter-terrorism and sports studies.

For the first time, this book examines the strategies of leaders of emerging nations to use sport as a tool for reaching social, economic, cultural, political, technological or environmental goals and gaining international prestige. It assesses whether sport can really be an effective tool in international development. The book explores the unique challenges, issues and opportunities offered by sport for development in emerging nations. Bringing together case studies of sport and development in countries including Brazil, China, Czech Republic, Hungary, India, Indonesia, Mexico, Poland, Qatar, South Africa, South Korea and Turkey, the book looks at policies designed to achieve development through, by and for sport, and whether they have achieved their socio-economic objectives. It considers the way that emerging nations have used major international sports events as political and developmental projects, as well as the importance of sporting infrastructure, professional leagues, participation programmes and the influence of nationalism and ideology. With a truly global perspective, this book is important reading for any student, researcher or policy-maker with interest in sport management, sport development, development studies, international economics, globalisation or political science.

The hosting of sports events – whether large international events, or smaller niche events – can have a significant and long-lasting impact on the local environment, economy and society. *Strategic Sports Event Management* provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a unique

conceptual framework with a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and long-term. This fully revised and updated third edition uses international case studies in every chapter, from the NBA and NFL to Formula One and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of the London Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including sports organizations, such as the IOC, FIFA and IAAF, and their interactions with event partners, the media and promoters short-term and long-term benefits of the planning process event impact and legacy operational functions including finance, ticketing, transport, venues, IT, human resources, and security marketing and communications, including social networking and new media the bidding process research and evaluation. Strategic Sports Event Management is the leading sports event management textbook and is now accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students of sport management or event management, and all practising event managers looking to develop their professional skills..

Investments in sport, events and tourism in cities and wider regions are part of nascent regeneration strategies linked to transitioning economic bases and place images. While it is important to consider physical regeneration, there is a range of subsequent benefits and opportunities brought about through regeneration that considers social impacts, communities and how investments and developments influence how people interact in transformed spaces. This book brings together a collection focusing on the diverse range of approaches and perspectives of regeneration. Twelve chapters outline and bring together critical perspectives of regeneration from scholars in different parts of the world. This collection critically assesses some of the key factors impacting upon regeneration initiatives in relation to sport, events and tourism. By doing so, this book assesses if new opportunities have arisen from developments, increasing the demands and needs of locals and tourists, or if transformations result in exclusion - thus challenging who regeneration is for. This book will be valuable reading for students and academics interested in tourism studies, events planning, sport and leisure studies or development studies, as well as the wider social sciences.

‘Contemporary Issues in Sport Management presents an extensive array of absorbing contemporary issues relevant to managing sport. Internationally recognised scholars have contributed thought-provoking chapters on current global and local issues that are challenging traditional ways of thinking about and delivering sport. This exciting new book is rich in theory and stimulates readers to really think through the associated implications for sport management practice.’ -Tracy Taylor, Professor and Deputy Dean, University of Technology Sydney Business School Contemporary Issues in Sports Management offers a rich and dynamic introduction to the management of sport. An essential companion for all students embarking on a sports management course or module, it draws on research expertise from around the world and integrates these perspectives into engaging and accessible chapters. This book offers: Contemporary and international case studies followed by ‘Tools for analysis’ so students can put the methodology into practice. A range of pedagogical features including learning objectives, learning outcomes and short ‘Thinking points’ Useful websites and further reading at the end of each chapter A discussion of up-to-date issues including corruption in sport, sport policy, doping, athlete transgressions and much more. This book will lead students on a comprehensive exploration of global, national issues, and organizational issues in sport management. The authors encourage critical thought, investigation and the questioning of current practice in order to improve the leadership and management of sport in today’s

society. Ideal for Undergraduate students of sport management, sport business, sport policy, sport marketing and sport development. The story of the Olympic Games contains some remarkable business lessons. It is the story of how the nearly-bankrupt Olympic movement edged away from the abyss through visionary, and sometimes hard-headed leadership and the creation of a unique corporate marketing platform. Olympic Turnaround tells for the first time how the future of one of the world's iconic institutions was secured. It is the story of a fine balancing act as an amateur organization struggled with and eventually embraced the business world. But it did so on its own terms, maintaining its identity, not compromising its core values and, in the process, establishing many of the ground rules of today's sports marketing industry. Olympic Turnaround is also the story of the broadcast industry's love affair with sport. It charts how companies began to understand the power of sport as a marketing and promotional tool. It is also a cautionary tale of success and failure – about how some nations learned to embrace the potential of hosting the world, while others, because of short-sighted political agendas, failed to see the opportunity. Packed with previously untold stories and case studies, this is the commercial story of the world's most valuable and important franchise, the largest event in the world, the Olympic Games.

The social, cultural and economic significance of sport has never been more evident than it is today. Adopting a critical management perspective, this book examines the most important themes and challenges in global sport management. From match-fixing, doping, bribery and corruption to corporate social responsibility, governance, and new media, it helps students, researchers and practitioners to understand the changing face of the global sport industry. Written by leading international sport management experts, Critical Issues in Global Sport Management includes twenty chapters and real-life case studies from around the world. It examines contemporary governance and management issues as well as the ethical challenges faced by the global sport industry, including questions of integrity and accountability in recent drug scandals that have been widely reported and debated. This book deals with such questions and many more, highlighting the fact that the global sport system is in urgent need of new and innovative solutions to these ongoing problems. Based on cutting-edge research from the US, UK, Australia, Europe and beyond, this book will add depth and currency to any course in sport management, sport business, sport development, or sport events.

Sport is a growing industry with enormous numbers of people now involved in the management and administration of sports, fitness and exercise. Whether voluntary, public or commercial sectors, all can benefit by improving the practice and delivery of the management of sport and its organisations. This text is designed to help all those delivering sport to deliver it better and includes:

- What's different and special about sports management?
- The voluntary sector
- Event management and marketing
- Marketing, fundraising and sponsorship
- Managing staff and volunteers
- Organisational management principles
- Legal issues including health and safety
- Case studies - both local and national.

Full of practical examples this book reveals sports management in action, showing how good management helps us to deliver better sports participation, at all levels. This book is a must for undergraduates as well as an invaluable tool for professionals in sport management and administration in the private public and voluntary sectors.

Valuable guidance on strategically evaluating, managing and driving the performance of sport organisations. Includes case studies and strategic plan examples.

Managing Sport Mega-Events explores global developments in the management of sport mega-events. Sport mega-events such as the Olympic Games and the Football World Cup have been examined from a number of academic perspectives including history, sociology, politics, urban planning and economics. What is lacking, however, is a book which identifies and evaluates the current issues and

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complexities faced by those charged with the responsibility of managing these sport mega-events. This book fills the gap. The book addresses three broad but interconnected themes. First, strategic matters are explored focusing on the rise of sport mega-events, the management of stakeholders and governance issues. Second, how organisers can best ensure the sustainable management of sport mega-events is considered. Third, operational matters and related issues are examined including media management, broadcast management, venue management, risk management, marketing and sponsorship management. The book draws on leading international sport management scholars, each of whom has expertise in the organisation of sport mega-events. It makes a valuable contribution to the existing literature.

This work is a guide to organizing major events such as festivals, parties, concerts, weddings, and conferences. It includes photocopiable forms that will help readers to plan and budget, and case studies and websites to learn from

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