

## Sports And Entertainment Management Sports Management

***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.

***Sometimes It's More Than Black & White** is a collection of Bill Sutton's SportsBusiness Journal columns known simply as, 'Sutton Impact'. With over a decade worth of columns, Sutton has provided insight on topics and lessons regarding owners, leaders, managers, entry-level employees and students aspiring to enter the sport and entertainment business. The lessons from his experience working in the industry for over 40 years has been described as 'catalysts' in changing the way the industry learns and develops. While the scenarios that inspired these columns may have changed over time, the intent to help transform the thinking inside the industry or to provide alternative ways of conducting business, has remained the same. All proceeds from this book will be donated to funding opportunities for future graduate students in the Sport and Entertainment Business MBA/MS Program at the University of South Florida.*

***Financial Management in the Sport Industry** provides readers with an understanding of sport finance and the importance of sound financial management in the sport industry. It begins by covering finance basics and the tools and techniques of financial quantification, using current industry examples to apply the principles of financial management to sport. It then goes beyond the basics to show how financial management works specifically in sport - how decisions are made to ensure wealth maximization. Discussions include debt and equity financing, capital budgeting, facility financing, economic impact, risk and return, time value of money, and more. The final section focuses on sport finance in three sectors of the industry - public sector sports, collegiate athletics, and professional sport-providing in-depth analysis of financial management in each sector. Sidebars, case studies, concept checks, and practice problems throughout provide practical applications of the material and enable thorough study and practice. The business of sport has changed dynamically since the publication of the first edition, and this second edition reflects the impact of these changes on financial management in the sport industry. New to this edition are changes to reflect the global nature of sport (with, for example, discussions of income tax rates in the Premiere League), expanded material on the use of spreadsheets for financial calculations, a primer on accounting principles to help students interpret financial statements, a valuation case study assignment that takes students step by step through a valuation, a new stadium feasibility analysis using the efforts of the Oakland Raiders to obtain a new stadium, a new economic impact example focusing on the NBA All Star game, and much more.*

***Sports, Society, and Technology: Bodies, Practices, and Knowledge Production** addresses the complex entanglements of science, technology, and sporting cultures. The collection explores themes around human and non-human actants, knowledge formations and processes, and the materiality and multiplicity of bodies through an engagement with the interdisciplinary fields of Sport Studies and Science and Technology Studies. Representing a range of methodological, theoretical, and disciplinary approaches, contributors interrogate the social, cultural, political, and historical intersections of an ever-expanding techno-scientific sporting landscape - from true bounce and brain trauma to exercise physiology, metrics, and esports, and from feminist technoscience, whey protein, and epigenetics to sickle cell screening and testosterone regulation.*

***Organizing Events and Mitigating Risks***

***Bodies, Practices, and Knowledge Production***

***Sports Agents and Labour Markets***

***Issues and Practice***

***Real Estate, Media, and the New Business of Sport, Second Edition***

***A Practical Approach***

Sports and Entertainment ManagementCengage Learning

As the sport business continues to evolve, so too, does Sport Finance and Management. The first version of this book took an in-depth look at changes in the sport industry, including interconnecting financial issues between teams and their associated businesses, the nature of fan loyalty influences, and the impact of sponsorship on team revenues. This second edition updates each of these elements, introduces relevant case study examples in new chapters, and examines the impact of changes in facility design, media opportunities, and league and conference policies on the economic success of teams, the salaries earned by professional players, and the finances of collegiate athletics.

To achieve the excitement, communications, and excellent hospitality that are involved in making a sport event a success takes a great deal of planning, imagination and management skills. This book goes behind the scenes to explain how special events in sports can be effective, successful, and profitable.

Sports Ethics for Sports Management Professionals provides students with the necessary tools to make ethical decisions in the sports management field. It presents several ethical models that the sports management professional can use as a guide to making ethical decisions. The text contains numerous case studies which allow students to apply the ethical decision-making process to a sports-related ethical dispute.

Sport Facility Management

Money Games

Sport in Latin America

Sport Marketing

Sports, Entertainment, Meeting, and Convention Venues

5426

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.

In this detailed yet readable legal analysis, the authors thoroughly evaluate the connections between intellectual property and the sports and entertainment industries, covering everything from copyrights and patents to trademarked logos and marketing strategies. • Provides a complete survey of intellectual property law in the sports and entertainment industries including copyright, patents, trademarks, trade dress, trade secrets, and the right of publicity • Fills a growing need for information about entertainment-specific intellectual property law as entertainment programs at the universities and law schools are increasing at both the undergraduate and graduate levels • Addresses the specific challenges and issues brought about by various forms of digital technology

Learn marketing and business management while focusing on sports with SPORTS AND ENTERTAINMENT MANAGEMENT. This marketing and business management textbook uses topics in the sports and entertainment industries to cover the basic functions of management as outlined in national and state standards. Along the way, you'll also discover powerful information about leadership, finance, product and people management, customer relations, sales, and much more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The sports agent has become a highly significant figure in contemporary sport business. The role of the agent is essential to our understanding of labour markets and labour relations in an increasingly globalised sports industry. Drawing on extensive empirical research into football around the world, this book explains what agents do, how their role has changed, and why this is important for future sport business. Offering analysis from economic, legal, social and historical perspectives, the book explores key topics such as: the history of sports agents including the emergence of the modern agent in US sport typologies and demographic profiles of agents in football valuations and organisational analysis of leading European agents and agencies relations between agents and clubs future directions for research into sports agents. Focusing on the major European leagues, this book goes further than any other in illuminating an important but under-researched aspect of contemporary sport business. It is a valuable resource for any student, researcher or policy-maker with an interest in sport business, sport management, sport policy, the economics of sport or labour economics.

A Critical Introduction

International Sport Marketing

Sports and Entertainment Marketing Management Team Decision Making Event

Third edition

Strategic Sports Event Management

Collective Bargaining in Sports and Entertainment

***In this course, students will apply concepts learned in Sports and Entertainment Marketing and study key concepts in management and managerial principles as related to the sports and entertainment industry.***

***The business behind Dubai Sports City, the branding of David Beckham, and the presence and popularity of fantasy sports leagues on the internet are unmistakable indicators that the sports and the entertainment industries are quickly becoming one and the same. But, you needn't travel far or be a hard core sports fan to appreciate this fact. Whether you play Madden NFL on the Wii, use Nike+ along with your iPod to monitor your workouts, or channel surf and take note of the number of athlete-driven commercials, evidence of this transformation is ubiquitous in today's sports viewing and consuming experience. In recent years, the rapid convergence of sports and entertainment has been key to the sports business industry's continued growth and financial success. Money Games not only analyzes how industry stakeholders have monetized this convergence, but also provides readers with answers to this core question: how can the sports business continue to profit from the blurring of sports and entertainment? Author David M. Carter considers a wide array of implications for television content, video gaming, athlete branding, the Internet, mobile technology, gambling, sports-anchored real estate development, venue technology, and corporate marketing—in short, those areas where business opportunities exist now that sports and entertainment have become one. Money Games is a must-read for professionals and future leaders of the sports and entertainment industries, and sports fans will also find an intriguing story about the evolution of the games that they cherish and follow.***

***SPORTS AND ENTERTAINMENT MARKETING, 5E** expertly introduces industry skills from market planning to promotions and selling with popular sports and entertainment industry examples as the foundation for learning marketing concepts. Crucial topics like the channels of distribution, global issues, customer service and economic principles make direct connections to real-life businesses, famous athletes, and celebrities. Students work in teams to build out an expansive marketing portfolio as they apply marketing functions to real-world scenarios and strategies from awards show nominations, to analyzing super bowl ads, to planning successful product endorsements. Chapter content, features, and critical-thinking activities lead students to analyze the merits of marketing roles from influencers to third party social media companies as well as emerging strategies in social networking, data collection, fan engagement and promotions. Features throughout the textbook encourage students to research, solve problems related to exciting industries, and present their findings via group projects and preparation for BPA, DECA, and FBLA competitive events. This edition has been updated to NEBA standards, the Precision Exams Sports and Entertainment Marketing industry certification, and current CTSO performance indicators. MindTap for Sports and Entertainment Marketing, 5th edition is the online learning solution for career and technical education courses that helps teachers engage and transform today's students into critical thinkers. Real-time course analytics and an interactive eBook, MindTap helps teachers organize and engage students. Whether you teach this course in the classroom, or in hybrid and distance learning models. MindTap for this title includes current news articles delivered by RSS feeds, digital portfolio instructions, and data analytics as well as study tools like Flashcards & practice quizzes. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

***Successful media relations and a sound communication strategy are essential for all sport organizations. Any successful manager working in sport must have a clear understanding of how the media works, as well as the practical skills to manage the communication process. Now in a fully revised and updated second edition, Sport and the Media: Managing the Nexus** is still the only textbook to combine in-depth analysis of the rapidly developing sport media industry with a clear and straightforward guide to practical sport media management skills. The book explains the commercial relationships that exist between key media and sport organisations and how to apply a range of tools and strategies to promote the achievements of sport organisations. This updated edition includes a wider range of international examples and cases, as well as four completely new chapters covering new and social media, managing the media at major sports events, the work of the sports journalist, and the role of the sport media manager. The book's online resources have also been updated, with new lecture slides and teaching notes providing a complete package for instructors. Sport and the Media is an essential textbook for any degree level course on sport and the media, sport media management or sport communication, and invaluable reading for any sport media or sport management practitioner looking to improve their professional skills.*

***Policy, Organization, Management***

***Sports Ethics for Sports Management Professionals***

***Contemporary Sport Management***

***Managing the Nexus***

***Principles and Practice of Sport Management***

***Fair of Foul?***

***Fair of Foul?** International Association of Venue Managers comes an introduction to the industry and business practices of public assembly. From sports arenas to concert halls, amphitheaters, convention centers, and stadiums, venues vary greatly in purpose, in size, and in the needs they must address in order to be successful. However, certain core principles underlie the management of all of them. Public Assembly Venue Management explores these fundamental principles while also providing detailed information about specific types of venues and situations. Topics covered include the history of public venues as well as business management and finance, ticketing, safety and security, and booking. Additionally, detailed examples of invoices, rental agreements, and financial statements illustrate the real-world situations managers can expect to address. Suitable for both graduate and undergraduate courses, this textbook has been designed to address the needs of students and faculty in such disciplines as sports management, event management, and hospitality. Professionals interested in entering the industry or expanding their knowledge will also find Public Assembly Venue Management a valuable resource for their professional development.*

***'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.*

***How is sport marketing being transformed by new media and technology, by globalization and by the opening of new markets and sources of revenue? This book examines the most important trends and developments in contemporary sport marketing around the world, shining new light on the importance of marketing and markets as the drivers of international sport business. The book introduces essential concepts and best practice in international sport marketing today and presents original case studies from around the world, looking at leagues, commercial sponsors, consumer behavior, and the role of athletes and their representatives. It covers important topics from "place branding" and experiential marketing to equipment manufacture and sports arenas, as well as the economic impact and regulation of sports events, the "financiarization" and "vipization" of sport, and marketing in the sport for the development and peace sector. International Sport Marketing is essential reading for all students, scholars and practitioners working in sport marketing, especially those concerned with the globalization of the sports industry.***

***"Effective communication skills are essential for any organization. In this fully revised and updated edition of his ground breaking guide to communications in sports, Joe Favorito introduces the skills, knowledge, and techniques needed to become a successful communicator. Favorito outlines the history of sports communications, explores all the most important professional themes, topics, and issues, and highlights exciting opportunities for future growth and development. With a strong emphasis on professional practice and the day-to-day realities of working in sports and entertainment, the book covers all the core functional areas. The second edition includes brand new material on using social media, gaming, and brand integration, as well as extended real-world case studies and interviews with trailblazing PR professionals."** – Back Cover*

***Big-Time Sports in American Universities***

***Sports and Entertainment Marketing, Student Edition***

***Sports and Entertainment Marketing***

***Crisis and Disaster Management for Sport***

***Financial Management in the Sport Industry***

***Sometimes It's More Than Black & White***

***Principles and Practice of Sport Management, Third Edition, provides students with solid fundamental information on what they need to do to be successful in the sport industry. Updated and expanded, this best-selling text offers a unique blend of information on the foundations and principles on which sport management operates as well as how to apply those foundations and principles to the sport industry. The authors, all well-renowned professors in sport management or sport administration, have produced a text that is thorough, practical, and lively, and which lays the groundwork for students as they study and prepare for successful careers in sport management.***

***The Business of Sports, Second Edition** is a comprehensive collection of readings that focus on the multibillion-dollar sports industry and the dilemmas faced by today's sports business leaders. It contains a dynamic set of readings to provide a complete overview of major sports business issues. The Second Edition covers professional, Olympic, and collegiate sports, and highlights the major issues that impact each of these broad categories. The Second Edition continue to provide insight from a variety of stakeholders in the industry and cover the major business disciplines of management, marketing, finance, information technology, accounting, ethics and law. In addition, it features concise introductions, targeted discussion questions, and graphs and tables to convey relevant financial data and other statistics discussed. This book is designed for current and future sports business leaders as well as those interested in the inner-workings of the industry.*

***Welcome to Sports and Entertainment Marketing! The field of sports and entertainment marketing is rapidly growing. Many colleges, universities, and high schools offer specializations in sports and entertainment marketing. In this text, you will explore the intriguing world of sports and entertainment from the perspective of marketing. The functions of marketing that are presented are intended to be a guide in taking your first career step into the exciting world of sports and entertainment. -- To the student.***

***The timing 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..***

***Sports Finance and Management***

***A Sports and Entertainment Management Program at the University of Hawaii***

***The Business of Sports***

***Sports Publicity***

***Sport and the Media***

***Public Assembly Venue Management***

***SPORTS AND ENTERTAINMENT MARKETING, 4E** incorporates feedback from instructors across the country. It includes expanded coverage, updated content, and exciting new features. The popular sports and entertainment topics continue to be the foundation for teaching marketing concepts. Each marketing function is incorporated throughout the text and is highlighted with an icon to indicate how it is used in the marketing process. Features throughout the textbook encourage students to relate marketing concepts to real-life businesses with exciting examples of famous athletes and celebrities while each chapter also offers a group project and preparation for BPA, DECA, and FBLA competitive events. MindTap for Sports and Entertainment Marketing Updated, Precision Exams Edition, 4th edition is the digital learning solution that helps teachers engage and transform today's students into critical thinkers. Through paths of dynamic assignments and applications that you can personalize, real-time course analytics and an accessible reader, MindTap helps you turn cookie cutter into cutting edge, apathy into engagement, and memorizers into higher-level thinkers. MindTap for this course includes the full, interactive eBook as well as auto-graded reading activities throughout the eBook for each lesson as well as student tools like flashcards, practice quizzes, and auto-graded homework and tests. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

***Contemporary Sport Management, Seventh Edition, delivers a complete overview of sport management with a diverse team of contributors. Readers are introduced to all aspects of the field they need to know as they prepare for a career in sport management***

***Publisher Description***

***This book expands on the argument that spectator sports, despite their problems, have become a central function of American universities.***

***Sports and Entertainment Marketing Updated, Precision Exams Edition***

***Evidence from World Football***

***Sports Management and Administration***

***Video for Sports and Entertainment Management***

***Starting Your Career in Sport Entertainment and Venue Management***

***The Sports Event Management and Marketing Playbook***

***SPORTS AND ENTERTAINMENT MARKETING, 4E** has expanded coverage, updated content, and exciting new features. Popular sports and entertainment topics continue to be the foundation for teaching marketing concepts. Throughout the text, each marketing function is highlighted with an icon to indicate how it is used in the marketing process. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

***The forthcoming Olympics in Rio in 2016, and the FIFA World Cup in Brazil in 2014, highlight the profound importance of sport in Latin America. This book is the first to offer a broad survey of the way that sport is managed, governed and organized across the Latin American region, drawing on cutting-edge contemporary scholarship in management, policy, sociology and history. The book explores key themes in Latin American sport, including the role of public institutions; the relationship between sport policy and political regimes; the structure and significance of national governing bodies and professional leagues; the impact of sporting mega-events (including the Olympics and World Cup), and the management and governance of football, the dominant sport in the region. Including contributions from Latin American scholars and practitioners, the book draws on important Spanish and Portuguese sources that are unknown to most English-speaking researchers, and therefore provides an unprecedented and authoritative insight into sport policy and management in the region. Including cases from sport in Brazil, Argentina, Chile, Colombia, Cuba, the Dominican Republic, Costa Rica and Peru and examples from Venezuela, Bolivia and Ecuador, this book is essential reading for all scholars, practitioners and policy-makers with an interest in Latin American sport, comparative sport policy, sport management, or Latin American history, culture and society.***

***The sports business landscape has changed dramatically in the past two decades. Teams and facilities have become integral parts of the businesses of real estate and development, entertainment, and the media. While an understanding of core financial management issues specific to the sports industry is still mandatory, a greater appreciation of financial and management issues that link teams to the dynamic forces that make it possible to listen or to watch games at home, on the road, or anywhere a fan happens to be is also needed. Sports Finance and Management: Real Estate, Entertainment, and the Remaking of the Business** takes an in-depth look at the changes in the sports industry, including the interconnecting financial issues that occur when a sports team becomes a part of bigger companies, the altered nature of fan loyalty influenced by network and Internet footprint, dramatic changes in sports venues driven by the trend for single-purpose stadiums, and league policies such as revenue sharing, luxury taxes, and salary caps. The authors have deliberately not chosen sports examples to teach general financial and management concepts. Rather, they use basic financial and management concepts to illustrate the differences and uniqueness of the sports industry. This gives students tackling finance issues for the first time a firm foundation, while allowing those more expert in financial issues to apply their skills and knowledge to the issues specific to the sports industry. Capturing the issues that make the sports industry different from any other, the text examines the effects of public financing, unique pricing structures, and roster depreciation allowances. It includes a detailed treatment of risk measurement based on the monetary value placed on championship wins and the influence fixed rosters have on the investment horizon. These features and more give students the foundation needed to understand financial and management as well as the idiosyncrasies of the sports industry.*

***Crisis and Disaster Management for Sport** is the first book to introduce key concepts and best practice in crisis and disaster management in sport and international sports events. The book draws from multiple disciplines to provide insight into the issues and challenges involved in planning for, and managing, crises and disasters in the context of sport. With an initial focus on sports event and venue resilience, the book also explores social, community and individual resilience within sport and examines concepts and issues such as fandom, risk perception, crowd control and management, crisis communication and reputational risk and the growing challenges posed by climate change. The book includes real-world case studies as well as disaster management-related simulation and scenario-building exercises and looks ahead to what might be the most significant threats in future to the safe and sustainable management of sport. With the devastating impacts of COVID-19 illustrating the central importance of resilience and proper preparation for crises and disasters, this book is an essential read for all researchers, students, practitioners and policy-makers working in sport, tourism, entertainment, leisure and critical event studies.*

***Profiting from the Convergence of Sports and Entertainment***

***Contemporary Issues in Sport Management***

***Real Estate, Entertainment, and the Remaking of the Business***

***Sports, Society, and Technology***

***Prof Skills Bu***

*An ideal text for students in sport facility and event management courses as well as an invaluable reference for managers and industry professionals. The updates to this third edition include an expanded discussion of naming rights and privatisation and a comprehensive event manual. This edition also features a new chapter entitled "Booking & Scheduling".*

*Art Law: Cases and Materials, now in a newly revised edition, offers a timely and panoramic view of this entire field of law. Designed as a primary text for courses on Law and the Visual Arts, Cultural Property Law, or Cultural Heritage Law, the three-part framework of this highly readable casebook explores Artists' Rights, Art Markets, and the International Preservation of Art and Cultural Property. With remarkable scope and currency, Art Law: Cases and Materials features: comprehensive and balanced topical coverage that includes IP, cultural property, the First Amendment, art markets, and museum law an in-depth look at the transactions and relationships between artists and galleries, dealers, and clients thoughtful discussion of the preservation of art and cultural property in peacetime and wartime Expanded and updated, the Revised Edition presents: up-to-date case excerpts and notes new coverage of Native American and Indigenous Peoples' Art and the Right of Publicity in two dedicated chapters additional coverage of copyright, moral rights and VARA (Visual Artists Rights Act), First Amendment, and international protection of art and cultural property in peacetime and wartime With comprehensive coverage of each topic typically offered in art law courses today, and with practice-oriented problems for discussion in each chapter, Art Law: Cases and Materials provides each reader with the knowledge and insight to handle the issues that arise in the complex but exciting and dynamic field of law and the visual arts. \* A Teacher's Manual may be available for this book. Teacher's Manuals are a professional courtesy offered to professors only. For more information or to request a copy, please contact Aspen Publishers at 800-950-8259 or legaledu@wolterskluwer.com*

*Guides readers step-by-step to prepare them to compete for the scarce and desirable jobs in sport, entertainment, and venue management industry. The content tells readers not just what to do but how to do it in a way that professionals value.*

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*Intellectual Property Law in the Sports and Entertainment Industries*

*The Ultimate Guide to Sport Event Management and Marketing*

*Sports and Entertainment Management Course Code*

*Sports and Entertainment Marketing, 2e*

*Sports and Entertainment Management*

Sport marketing is more accessible than ever, with sport business professionals, companies, the media, athletes, teams, coaches, and fans connecting in new ways and with new experiences. Sport Marketing, Fifth Edition With HKPropel Access, presents a modernized, current-day approach to the dynamic industry of sport marketing. A full-color presentation brings this vibrant field to life with comprehensive coverage—balanced between theoretical and practical—to provide an understanding of the foundations of sport marketing and how to enhance the sport experience. Building on the legacy that Bernard Mullin, Stephen Hardy, and William Sutton established in the first four editions, a new author team, handpicked by their predecessors, draw from their modern experience in the field to add a fresh perspective to this essential text. They bring the sport industry directly to the reader through extensive industry examples, interviews of top sports executives, challenging case studies, and global perspectives from teams, leagues, and other agencies around the world. Reflecting the evolving landscape of sport marketing, the text will prepare students to stay on the leading edge with the following updates: A focus on current and emerging technologies and how they have revolutionized the sport industry—ranging from mobile video streaming and fantasy sports to artificial intelligence and virtual reality Greater emphasis on data and analytics to make more informed business decisions In-depth examination of how social media and digital platforms serve as critical communication channels to drive sport marketing strategy and execution New content on target marketing, including understanding millennial sports fans and engaging with Generation Z Updated coverage of sales processes, addressing both traditional methods and new strategies for the mobile age Discussion of modern ticketing practices and the secondary ticket market, including how leagues partner with secondary ticket providers and the impact on pricing strategies Also new to the fifth edition are related online learning aids, now delivered through HKPropel, designed to engage students and test comprehension of the material. Exclusive video interviews with sport industry leaders offer insights into how they incorporate marketing strategies into their daily work. Discussion questions and activities for each chapter guide students to apply core concepts, and web search activities provide opportunities for students to compare strategies found on sport organization websites and other online locations. In addition, chapter objectives, an opening scenario, sidebars highlighting key concepts, and Wrap-Up, Activities, and Your Marketing Plan sections at the ends of chapters offer students additional learning tools as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry. With Sport Marketing, Fifth Edition With HKPropel Access, students will develop valuable marketing skills and prepare for a successful career in the competitive world of sport marketing. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.