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# Contemporary Sport Management

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# Contemporary Sport Management

**Contemporary Sport Management**
This text is aimed at students studying sport management, exercise, fitness management and athletic training. It should teach aspiring sport managers about this rapidly expanding field, enabling them to define sport management and discuss the scope of opportunities the sport industry presents. Thorough discussions on the major challenges confronting various segments of the industry are put in the historical context against psychological, sociological and philosophical foundations of sport. Key features include: learning objectives for each chapter; learning activities that help students meet those objectives; extensive references to sources of additional information; real life scenarios, case studies, profiles of sport managers and news stories that illustrate specific points; information about relevant publications, governing bodies and professional associations; and ethical, legal and communication considerations.

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