



Sports Business Management: Decision Making Around the Globe

George Foster, Norman O'Reilly, Antonio Davila

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Sports Business Management will equip students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing, and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice.

Foster, O'Reilly, and Dávila present a set of modular chapters supported with plenty of examples, mini-cases, and exercises to help students apply the decision-making approach to real-world situations. Covering an international array of sports and organizations – including the Olympic Games, FIFA World Cup, US Major League Baseball, and more – the book also covers unique topics such as diversity in sport, the impact of technology, and social media. Rounding this out, the book provides around 50 Harvard/Stanford cases, along with case notes for instructors.

This is an ideal textbook for upper-level undergraduate and graduate students of sports business and management, fully supported by a companion website featuring PowerPoint slides, test questions, teaching notes, and other tools for instructors.

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