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THE SPORTS MANAGEMENT TOOLKIT



PAUL EMERY

The Sports Management Toolkit By Paul Emery 2011 05 27

Milena Parent, Jean-Loup Chappelet



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The Sports Management Toolkit Paul Emery, 2011-04-19 The Sports Management Toolkit is a practical guide to the most important management tools and techniques available to those working in the sport and leisure industries. Designed to bridge the gap between the classroom and the workplace, it includes ten free-standing chapters, each of which provides a detailed introduction to best practice in one of the core sports management disciplines. Written in a clear and straightforward style and free of management jargon, the book covers all the key functional areas of contemporary sports management, including marketing, performance management, risk management, human resource management, project management, and finance. Each chapter includes a detailed step-by-step description of the key tools and techniques and their application, a real-world case study to demonstrate the technique in action, plus an extensive guide to further resources and a series of self-test questions. The final chapter offers an extended integrated case study demonstrating how all the key management techniques are combined within the everyday operation of a successful sport or leisure organization. This book is essential reading for all students of sport and leisure management and for all managers looking to improve their professional practice. *The Sports Management Toolkit* Paul Emery, 2011-04-19

The Sports Management Toolkit is a practical guide to the most important management tools and techniques available to those working in the sport and leisure industries. Designed to bridge the gap between the classroom and the workplace, it includes ten free-standing chapters, each of which provides a detailed introduction to best practice in one of the core sports management disciplines. Written in a clear and straightforward style and free of management jargon, the book covers all the key functional areas of contemporary sports management, including marketing, performance management, risk management, human resource management, project management, and finance. Each chapter includes a detailed step-by-step description of the key tools and techniques and their application, a real-world case study to demonstrate the technique in action, plus an extensive guide to further resources and a series of self-test questions. The final chapter offers an extended integrated case study demonstrating how all the key management techniques are combined within the everyday operation of a successful sport or leisure organization. This book is essential reading for all students of sport and leisure management and for all managers looking to improve their professional practice. **Routledge**

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