

1. Record Nr.	UNINA9910337785503321
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Titolo	Esports is business : management in the world of competitive gaming / / Tobias M. Scholz
Pubbl/distr/stampa	New York, New York : , : Springer Berlin Heidelberg, , [2019] 2019
ISBN	3-030-11199-7
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (xv, 155 pages)
Collana	Gale eBooks
Disciplina	658.4092
Soggetti	eSports (Contests) Sports Leadership Electronic games industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction: The Emergence of eSports -- 2. A Short History of eSports and Management -- 3. Stakeholders in the eSports Industry -- 4. Unwritten Governing Principles -- 5. The Business Model Network -- 6. Conclusion: The Future of eSports.
Sommario/riassunto	The global phenomenon of eSports has experienced exponential growth in recent years, gaining interest from the media, sports and technology industries. Being born digital, global and agile, competitive gaming appeals to a young and emerging audience, and therefore the management of businesses within the eSports industry requires a unique strategy. Presenting a short history of the industry and an overview of its various stakeholders, the author explores how important governing principles have emerged to culminate in a business model network. An insightful read for scholars researching innovation, eBusiness and strategy, this book takes a pioneering approach and examines potential implications for the future of eSports.