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Sommario/riassunto	The Economics of Sport and Recreation provides a much needed and up-to-date analysis of sport's contribution to the global economy. This new edition covers all aspects of the economics of sport and recreation but gives prominence to the staggering rise of the commercial sector over the last decade. Special attention is paid to the economics of the sports goods industry, the economics of sports sponsorship, the economics of major sports events, the economics of professional team sports, and the economic relationship between sport and broadcasting. In the first edition of this book p