

1. Record Nr.	UNINA9910457952203321
Titolo	The commercialisation of sport // editor Trevor Slack
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2004
ISBN	1-135-76435-2 1-280-16786-6 0-203-49426-1
Descrizione fisica	1 online resource (356 p.)
Collana	Sport in the global society
Altri autori (Persone)	SlackTrevor <1948->
Disciplina	338.47796
Soggetti	Sports - Economic aspects Sports - Social aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Half-Title; Title; Copyright; Dedication; Contents; Contributors; Series Editor's Foreword; Foreword; Acknowledgements; Prologue; PART I: THE SPORTS INDUSTRY; PART II: THE PUBLIC SECTOR AND THE COMMERCIALISATION OF SPORT; PART III: THE COMMERCIALISATION OF 'AMATEUR' SPORT; PART IV: TELEVISION AND THE COMMERCIALISATION OF SPORT; PART V: SPORT SPONSORSHIP
Sommario/riassunto	What does commercialisation mean for the future of sport?Modern sports links to commerce are highly visible. Stadiums and arenas bear the names of businesses, while sponsors' logos appear on athletes' clothing and equipment, on the facilities in which they play, and in the titles of the events in which they compete. Media companies pay vast sums for the rights to broadcast sports events, and advertisers pay a premium to promote products during the screening of these events. Cities invest, at the expense of other social projects, in the staging of major sports events and to attract professi

2. Record Nr.	UNINA9910640383303321
Autore	Basaran Cemal
Titolo	Introduction to unified mechanics theory with applications // Cemal Basaran
Pubbl/distr/stampa	Cham, Switzerland : , : Springer International Publishing, , [2023] ©2023
ISBN	9783031186219 9783031186202
Edizione	[2nd ed. 2022.]
Descrizione fisica	1 online resource (531 pages)
Disciplina	531
Soggetti	Continuum mechanics Continuum mechanics - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Stress and Strain in Continuum -- Thermodynamics -- Unified Mechanics Theory -- Unified Mechanics of Thermo-Mechanical Analysis -- Unified Micromechanics of Particulate Composites -- Unified Micromechanics of Finite Deformations -- Unified Mechanics of Metals Under High Electrical Current Density: Electromigration and Thermomigration.
Sommario/riassunto	This second edition adds new sections on derivation of dynamic equilibrium equations in unified mechanics theory and solution of an example, derivation of very high cycle fatigue thermodynamic fundamental equation and application/verification with two metal fatigue examples, derivation of thermodynamic fundamental equations for metal corrosion, examples of corrosion – fatigue interaction. There is also an example of ultrasonic vibration fatigue and one traditional tension/compression loading in elastic regime. While updated and augmented throughout, the book retains its description of the mathematical formulation and proof of the unified mechanics theory (UMT), which is based on the unification of Newton’s laws and the laws of thermodynamics. It also presents formulations and experimental verifications of the theory for thermal, mechanical, electrical, corrosion, chemical and fatigue loads, and it discusses why the original universal

laws of motion proposed by Isaac Newton in 1687 are incomplete. The author provides concrete examples, such as how Newton's second law, $F = ma$, gives the initial acceleration of a soccer ball kicked by a player, but does not tell us how and when the ball would come to a stop. Over the course of the text, Dr. Basaran illustrates that Newtonian mechanics does not account for the thermodynamic changes happening in a system over its usable lifetime. And in this context, this book explains how to design a system to perform its intended functions safely over its usable life time and predicts the expected lifetime of the system without using empirical models, a process currently done using Newtonian mechanics and empirical degradation/failure/fatigue models which are curve-fit to test data. Written as a textbook suitable for upper-level undergraduate mechanics courses, as well as first year graduate level courses, this book is the result of over 25 years of scientific activity with the contribution of dozens of scientists from around the world. The Book Presents a mechanics theory without curve fitting polynomials and equilibrium equations without a damping coefficient. Simulates of corrosion without phenomenological models and physics-based prediction of fatigue life without test data. Explains interaction of corrosion and very high cycle fatigue from a thermodynamics perspective with lab verifications.
