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ASSESSING MOTIVATION; LEADERS, FOLLOWERS AND TEAMS;  
ANALYSING RESOURCES; THE RELATIONSHIP BETWEEN RESOURCES AND  
ORGANISATIONAL PURPOSE; SUMMARY; LEARNING ACTIVITIES;  
Developing skills  
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REFERENCES; CHAPTER 3 THE EXTERNAL  
ENVIRONMENT; INTRODUCTION; DEFINING THE EXTERNAL  
ENVIRONMENT; PROBLEMS, BENEFITS AND CONSEQUENCES OF  
SCANNING THE EXTERNAL ENVIRONMENT; DATA GATHERING;  
INTRODUCING THE STEEPLE MODEL; Social factors; Technological  
factors; Economic factors; Environmental factors; Political factors; Legal  
factors; Ethical factors; HOW TO STRUCTURE AN EXTERNAL  
ENVIRONMENT SCAN; E-V-R CONGRUENCE; SUMMARY; LEARNING  
ACTIVITIES; REFERENCES; CHAPTER 4 MAKING STRATEGIC CHOICES IN  
SPORT DEVELOPMENT; INTRODUCTION; THE PURPOSE OF THIS CHAPTER  
DEVELOPING STRATEGIC OPTIONS AND CHOICE OUTCOMES OF SWOT  
ANALYSIS; ENVIRONMENT-BASED APPROACHES TO DEVELOPING  
STRATEGIC OPTIONS; Porter's generic options; Ansoff's matrix;  
RESOURCE-BASED STRATEGIC OPTIONS; The value chain; Cost  
reduction strategies; EVALUATING STRATEGIC CHOICES;  
COMMUNICATING STRATEGIC CHOICE; Vision and mission statements;  
SUMMARY; LEARNING ACTIVITIES; Developing skills; Developing  
knowledge; REFERENCES; CHAPTER 5 STRATEGIC PERFORMANCE  
MANAGEMENT 1: STRATEGIC IMPLEMENTATION; INTRODUCTION;  
IMPLEMENTATION AND CHANGE; Design choices; ORGANISATIONAL  
CULTURE AND CAPABILITY  
WHO DOES THE IMPLEMENTING? FRAMEWORKS FOR SUCCESSFUL  
IMPLEMENTATION; ACTION PLANNING FOR SUCCESSFUL  
IMPLEMENTATION; MIGRATION MANAGEMENT FOR SUCCESSFUL  
IMPLEMENTATION: SPORT DEVELOPMENT EXAMPLE; SUMMARY;  
LEARNING ACTIVITIES; Developing skills and knowledge; REFERENCES;  
CHAPTER 6 STRATEGIC PERFORMANCE MANAGEMENT 2: EVALUATING  
STRATEGIC SPORT DEVELOPMENT; INTRODUCTION; LACK OF CLEAR  
DIRECTION; LACK OF EVIDENCE; THE PLANNING PROCESS; 'M-AND-E';  
DEVELOPING A CRITICAL CONSCIOUSNESS; MONITORING; EVALUATION;  
LANGUAGE BARRIERS; THEORY-DRIVEN EVALUATION; TOWARDS AN  
UNDERSTANDING OF STRATEGY-AS-PRACTICE  
THE SYSTEM OR THE PROCESS?

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Sommario/riassunto

The field of sports development is becoming ever more professional, with the levels of expertise in planning and efficiency required of those working in private or national sports institutions higher than they have ever been. In response to this, strategic sports development has emerged as a means of applying business strategies to the context of sports development. Strategic Sports Development is the first book to directly address this important new field. The book comprehensively explains the strategic concepts and techniques that sports students and practitioners a

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