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Nota di contenuto	Business models trends in sport / Adam Wisniewski and Marek Sieminski -- Business models in sports organizations and sport-related service industries : mapping the research field / Andrzej Lis -- Digital models of business excellence based on the example of sports organisations / Wojciech Cieslinski and Mateusz Tomanek -- Business model shift towards flexibility / Adam Wisniewski -- Challenges and transformation of football clubs business models / Marlena Ciechan-Kujawa and Igor Perechuda -- The role of payment services and wearable devices in amateur sport / Mikoaj Borowski-Beszta and Micha Polasik.
Sommario/riassunto	"Digital technologies are having a profound impact on sport business, opening up new opportunities to generate income and value. This book explores the phenomenon of digitization in sport management, with a particular focus on business models and how they are being transformed in this new digital era. The book explains how business models describe and underpin contemporary sport business, and how flexibility is the key to unlocking value in an era of rapid technological change. It presents case studies of the impact of digitization on sport organisations, in both amateur and professional contexts, including

cutting-edge topics such as the business of football, sponsorship communication, athlete engagement, micropayments and wearable devices. The final chapter summarises current knowledge on digital business models and looks ahead at possible future directions for sport business in the digital era. This is fascinating reading for any advanced student, researcher or practitioner working in sport management who wants to better understand the challenges and opportunities presented by digital technology for the sport industry."
