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Autore	Gratton Chris <1948->
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Altri autori (Persone)	TaylorPeter <1949-> GrattonChris <1948->
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Note generali	Rev. ed. of: Sports and recreation. 1985. This book started out as a second edition of our Sport and recreation: an economic analysis ... however this book contains very little of the earlier book. The change in title ... is a recognition that this is essentially a new book, although it will replace the 1985 edition--Pref.
Nota di bibliografia	Includes bibliographical references (p. [223]-231) and index.
Nota di contenuto	Book Cover; Title; Contents; Preface; Introduction; Sport and economics; The economic importance of sport; Demand; The demand for leisure time; The demand for sport: theory; The demand for sport: evidence; Supply; Government and sport; The voluntary sector and sport; The commercial sector and sport; Contemporary issues in the economics of sport; Sports sponsorship; Major sports events; Professional team sports; Sport and broadcasting; Bibliography; Index
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
