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Nota di contenuto	Introduction: Grasping Event Leverage -- 1. Foundational Grounds of Event Leveraging -- 2. Models and Practices -- 3. Issues and Challenges -- 4. Tenets of Cross-leveraging -- 5. Prospects and Avenues -- 6. Archetypes and Patterns -- References and Further Reading -- Index.
Sommario/riassunto	This book comprehensively describes, explains, critiques and refines our current perspectives of event leveraging and, in so doing, provides an analytic account of the subject area as a whole, as it concerns the strategic pursuit of attaining and magnifying benefits that derive from events. Encompassing all events including sport, cultural and business, it also covers all kinds of benefits that can be leveraged and lead to sustainability through triple-bottom-line assessment. The book takes an interdisciplinary approach to cross boundaries and creates linkages among the parent disciplines (sport management; events, hospitality and tourism; leisure studies, parks and recreation) and general disciplines (management, marketing, sociology, anthropology, urban and regional planning). Written by an experienced author well-known in the field of event management and leveraging, this book: Examines the art of event leveraging and contributes to the literature by refining pertinent theory. Presents and explains theoretical models of event

leveraging and emergent derivative frameworks. Reveals major practices, issues and lessons from literature and case studies. Integrates disciplinary applications of event leveraging to further refine the theoretical perspective through an interdisciplinary lens. Develops a comprehensive outlook of event leveraging as a means to sustainability. Building a truly global and transdisciplinary framework, the author provides direction and possibilities that can lead to new forms of leveraging, making this an excellent resource for researchers, practitioners and students interested in event management and policy, sport management, recreation and leisure, and hospitality, tourism and festival management.
