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Sommario/riassunto	This e-book is a selection of papers presented at the IV Congreso Iberoamericano de Economía del Deporte (IV Iberoamerican Conference on Sport Economics) in Madrid in 2013 under the title 'Reinventing the Economics of Sport'. During the conference, researchers from Spain, Portugal and several Latin American countries presented 54 scientific papers in fields related to the Economy of Sports and its Management. The Conference included the following research areas: economic impact of sports; financial balance in sports organizations; economic planning in sports; financial health of public and pri