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Nota di contenuto	Sport entrepreneurship -- Sport ecosystems -- Sport innovation -- Sport leadership -- Sport marketing -- Sport advertising -- Sport creativity and social media -- Sport artificial intelligence -- Sport circular economy.
Sommario/riassunto	This book explores how the sport industry can be considered as an ecosystem due to the variety of different factors interacting to provide value to society. This book focuses on sport ecosystems as a way to understand technological developments such as the digitalization trend. By doing so, it focuses on the interlinkages between different entities in a sport context including profit and non-profit entities. This book takes a new and innovative perspective to how sport is conducted. This book will be among the first to specifically focus on the ecosystem environment as a way of understanding the flexibility

and adaptability of those involved in sport.

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