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Nota di contenuto	Cover -- Half Title -- Title Page -- Copyright Page -- Table of Contents -- List of contributors -- Introduction -- Editors' ambition -- Overview of the book -- References -- PART I: History and evolution of women's sport business -- Chapter 1: History and evolution of women's sport -- Philosophical foundations of women's sport -- Evolution of women's professional sport -- Conclusion -- Leader profiles -- References -- Chapter 2: The impact of Title IX and other equity laws on the business of women's sport -- Constance Applebee's entrepreneurial influence -- Title IX as a response to sex discrimination -- Title IX's impact on the business of school sports -- Title IX's impact on participation at the high school and college levels -- The magnitude

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Sommario/riassunto

Combining knowledge from sport management, marketing, media, leadership, governance, and consumer behavior in innovative ways, this book goes further than any other in surveying current theory and research on the business of women's sport around the world, making it an unparalleled resource for all those who aspire to work in, or understand, women's sport. Featuring international perspectives, with authors from North America, South America, Europe, Asia, and Oceania, and insightful, in-depth profiles of real leaders within different sectors of women's sport in the global sport industry, the Routledge Handbook of the Business of Women's Sport offers an integrated understanding of the ways traditional media and social media impact both the understanding and advancement of women's sport properties, businesses, teams, and athletes. Innovative case studies show how societal issues such as gender, power, and framing impact the business of women's sports and those who work in women's sport. An essential reference for any researcher or advanced student with an interest in women's sport or women in business, and useful supplementary reading for researchers and advanced students working in sport business, sport management, mainstream business and management, or women's studies.
