

1. Record Nr.	UNINA9911008971503321
Titolo	Encyclopedia of sports management and marketing // general editors, Linda E. Swayne, Mark Dodds
Pubbl/distr/stampa	Thousand Oaks, Calif., : Sage Publications, Inc, c2011
ISBN	9781506320373 1506320376 9781780343228 1780343221 9781452266480 1452266484 9781412994156 1412994152
Descrizione fisica	1 online resource (4 volumes (various pagings)) : illustrations (chiefly color)
Collana	Gale eBooks
Classificazione	BUS041000
Altri autori (Persone)	SwayneLinda E DoddsMark
Disciplina	796.06/9
Soggetti	Sports - Management Sports administration Sports - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based on print version record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; About the Editors; Introduction; Reader's Guide; List of Articles; Chronology; Sports A; A; B; C; D; E; E Continued...; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; S Continued...; T; U; V; W; Y; Z; Glossary; Resource Guide; Appendices; Index
Sommario/riassunto	This title introduces, on the management side, principles and procedures of economics, budgeting and finance, and on the marketing side, the marketing of sport and sport-related products and using sports as a platform for marketing non-sports products.