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Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a unique conceptual framework with a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and ...

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She holds a Young Researcher Award from the University of Ottawa (2009) and her research focuses on organization theory and strategic management, primarily in the context of major sport events (e.g., the Pan American Games, the Games of La Francophonie, FINA World Aquatics Championships, the Youth Olympic Games, and the Olympic Games).

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He teaches undergraduate and postgraduate courses in Sport Marketing, Strategic Management, Sport Promotions and Public Relations, Sport Broadcasting and Sport Organisation. Adam is

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the current Secretary of the Sport Management Association of Australia and New Zealand (SMAANZ) and is the Chair of the Deakin Sport Management Alumni Chapter Advisory Committee.

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'where' and 'how' of that longer-term role.

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"Strategic Sports Event Management: Olympic Edition" builds on the substantial success of the first edition and is vital reading for students and practitioners alike. It provides an established conceptual framework for planning, organizing, managing, and evaluating sports events.

Strategic Sports Event Management: Olympic Edition Sport ...

This Strategic Sports Event Management: Olympic Edition (Sport Management) 2nd (second) Edition by Masterman, Guy

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