

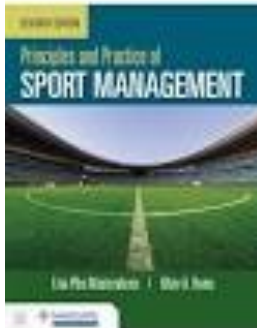


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## NEW ACQUISITIONS

# SPORTS



**Masteralexis, Lisa Pike, Principles and Practice of Sport Management 7th Edition** Burlington, MA: Jones & Bartlett Learning, c2024 [ CO GV 713 .P75 2024 ]

Offering an overview of the sport industry and coverage of the foundational knowledge and skills required of the today's sport manager, Principles and Practice of Sport Management is devoted to educating students on the various industry segments where they can focus their careers. After detailing the history and various principles – from management and marketing to finance, legal and ethical – the book delves into key sports management segments, discussing the skills needed in those sectors, the types of positions available, and the current issues facing those sectors. . Key Features:-

New chapter on eSports introduces students to this rapidly developing billion-dollar industry which draws in gamers, spectators, teams, leagues, and sponsors increasingly in need of sport managers' expertise- Discussion on the impact of the COVID-19 pandemic on the sports industry - An expanded look at emerging and innovative forms of sports media in the Sports Communications Chapter.- Revamped Ethics chapter that addresses newly emerging issues and how sports managers should address them. - Interactive case studies and chapter questions offer opportunities to apply concepts and principles. - Digital Student Workbook! New digital workbook (in the Navigate Advantage) offers over 570 activities, many of which are automatically graded for each chapter.- Navigate Advantage Access (included with the printed text) unlocks a comprehensive and interactive eBook, a new digital workbook with 570+ practice activities for each chapter, assessments, a full suite of instructor resources, and learning analytics reporting tools.- Unparalleled instructor resources, including test banks, presentation slides, answer keys to case study questions, and more help facilitate class preparation-

