



# Principles And Practice Of Sport Management

*Lisa P. Masteralexis, Carol A. Barr, Mary Hums*

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Developed for use in introductory sport management courses, *Principles and Practice of Sport Management* offers a unique blend of information on the foundations and principles on which sport management operates as well as how to apply those foundations and principles to the sport industry. The authors, all well-renowned professors in sport management or sport administration, have produced a text that is thorough, practical, and lively, and which lays the groundwork for students as they study and prepare for successful careers in sport management. Students will appreciate that they are learning, not only from teachers but also from those that have been there. In developing this text, the authors have touched upon many different perspectives of sport management, including: an international perspective to give readers a broad view of sport management in the global context, a historical perspective, as well as thoughts about current and future industry issues and trends.

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