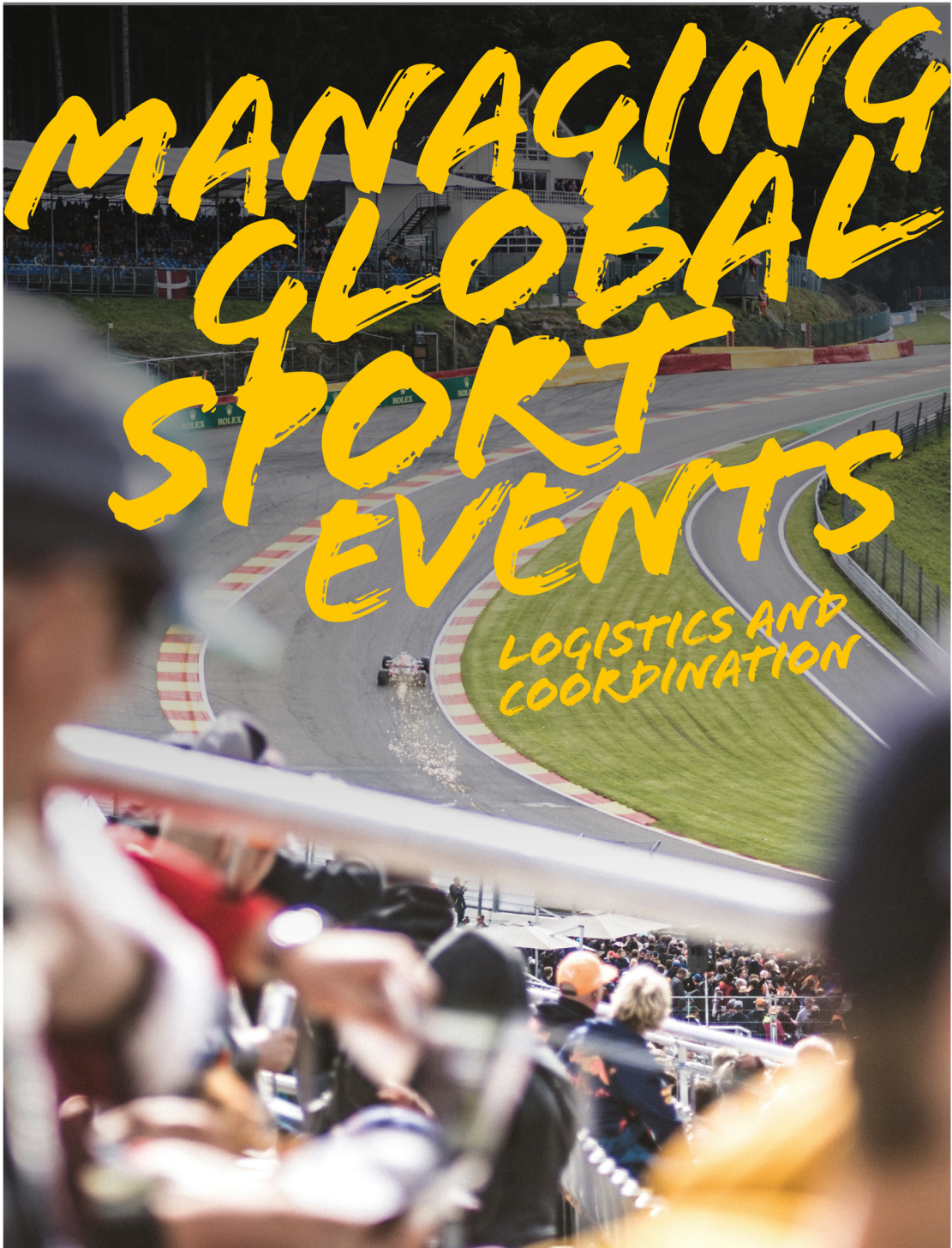


SPORTS MANAGEMENT



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MANAGING GLOBAL SPORT EVENTS

SPORTS MANAGEMENT

Series edited by Stephen Frawley

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MANAGING GLOBAL SPORT EVENTS

Logistics and Coordination

BY

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As an interdisciplinary team of authors, we were conscious of the need to make this book research driven yet accessible and relevant for a wide audience of students, academics and practitioners of event management. Hence, we aimed to combine and explain theory and practice across this book and included applied and contemporary examples wherever possible. We also subjected all chapters to strenuous editorial feedback – a process that has been important to secure continuity and connections in the development of the concepts and issues presented. We are confident that our applied approach has resulted in an attractive book that brings sport event management studies to life, and that assists in making reading and learning relevant, meaningful and enjoyable.