

# **Sport Entrepreneurship**

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# **Sport Entrepreneurship: An Economic, Social and Sustainability Perspective**

**EDITED BY**

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## Acknowledgments

The editing of this book on sport entrepreneurship has been a long process as it involved firstly thinking about the idea and topics to be discussed and then putting together an action plan to make it a reality. Sport is a large global industry and impacts many areas of society including the way we work and live. For this reason, it is a natural epicenter of entrepreneurship and innovation. However, traditional studies on business have tended to neglect the entrepreneurial nature of sport and in particular the number of sport ventures in the industry in terms of their economic, social, and sustainability roles in society. This is interesting and a pity given the richness of entrepreneurship experienced by sport ventures. In recent times, there have been a large number of entrepreneurial ventures in sport, but they vary in terms of type of product, service, and technology. Sports clothing and shoes are common products that have a continual source of innovation due to their global appeal. This is evident in sport ventures becoming large multinational businesses in a short time period. Service sport ventures relate more to the payment methods and ways of interacting with consumers. Moreover, social media and other technological innovations have also influenced a number of sport ventures due to the need to capitalize on ideas in a short time period.

For these reasons, I was motivated to edit this book and to put into place information about business ventures that focused specifically on sport. I have had a long fascination with the sport industry and its entrepreneurial nature from growing up in a sporting city (Melbourne) but also spending my teenage years in a city close to the best surfing spots in the world (Brisbane, Gold Coast). After moving to Pittsburgh, I also came to love American sports and their entrepreneurial nature. Part of this is due to my family, particularly my dad David Ratten being a sports fan and a source of knowledge about all things related to sports. My mum Kaye Ratten also encouraged my interest in sport and writing, which was a tremendous source of help. My brothers Stuart Ratten and Hamish Ratten have always been supportive, and I thank them for their encouragement. My niece Sakura Ratten is a source of inspiration and encouragement as well. Therefore, I thank my family for the support they have always given me. For readers of this book, I also thank the contributors and reviewers for their input into the relatively new field of sport entrepreneurship that will continue to blossom in years ahead.