



Sport Management and the Natural Environment: Theory and Practice

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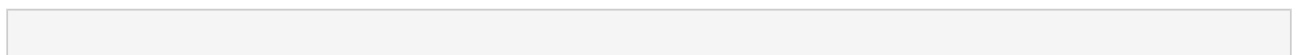
Sport Management and the Natural Environment: Theory and Practice

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With climate change and other environmental issues becoming increasingly prominent, any successful sport organization now has to incorporate environmental concerns into their business strategy, while all sport managers must understand how to implement environmental initiatives into their everyday business. *Sport Management and the Natural Environment* is the first book to introduce environmental theory and best practice in the context of sport management, demonstrating how sport organizations can become more effective and sustainable, and exploring the important advocacy role that sport organizations have in local and global communities. It considers the unique social, economic and political space that sport occupies in society, and examines the most important practical managerial issues related to sport and the environment, including:

- Facilities
- Finance and accounting
- Leadership
- Marketing, communication and digital media
- Operations
- Stakeholder relations
- Strategic planning

Including contributions from leading academics and practitioners, *Sport Management and the Natural Environment* is the perfect foundation text for any course touching on environmental issues or social responsibility in sport, and essential reading for any sport manager looking to improve their professional practice.



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