



# Managing Sport Finance

*Robert Wilson*

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All good managers working in sport need to have a clear understanding of the principles of finance and accounting. Whether working in the private, public or voluntary sectors, a firm grasp of the basic concepts and techniques of financial management is essential if a manager is to make effective decisions and to implement those decisions successfully. *Managing Sport Finance* is the first book to offer a comprehensive introduction to financial management and accounting specifically designed for managers working in sport.

The book assumes no prior knowledge of finance or accounting on the part of the reader. It clearly and succinctly guides the reader through each key concept and practical technique, including:

- balance sheets
- income statements
- costing systems and decision making
- investment appraisal
- budgeting and budgetary control
- double entry bookkeeping
- funding for sport
- interpreting annual reports.

Using a rich variety of case studies, examples and data from the real world of sport management, the book places each concept into a managerial context, ensuring that the reader understands why that concept is important and how best to employ each technique. Each chapter also contains a range of useful features, including chapter introductions, learning objectives, activities, summaries, review questions and further reading. This is the most useful, comprehensive and accessible introduction to financial management for sport currently available and is essential reading for any student of sport management or sport development.

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