



Managing Sport: Social and Cultural Perspectives (Foundations of Sport Management)



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Contemporary sport is shaped by wider society. Today those managing sport must be aware of the broader social and cultural context within which it exists if their effectiveness is to be established and their careers defined. This book is the first of its kind to contextualise the wider social and cultural environment of sport management and explain the key issues and practical implications of this for those working, or intending to find employment, in the field.

Written by a team of leading international experts on sport management, the book explores important topics such as

- corporate social responsibility in sport,

- race,

- gender and sexuality,

- sport and the media,

- globalisation,

- populations with individual needs,

- social class,

- social capital

- social exclusion.

As part of a comprehensive coverage of these and many other social issues, the reader is reminded of the fundamental requirement to properly appreciate the cultural sensitivities of the managerial environment in which they intend to operate.

Each issue is examined from the perspective of the manager or sport practitioner, and each chapter includes a range of useful features, such as case-studies and self-test questions, to encourage the reader to think critically about the role of sport in society and about their own professional practice. This is the first sports management textbook to be based on the thesis that a more socially aware manager is a more effective manager and thus should be regarded as essential reading for all sport management students.



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