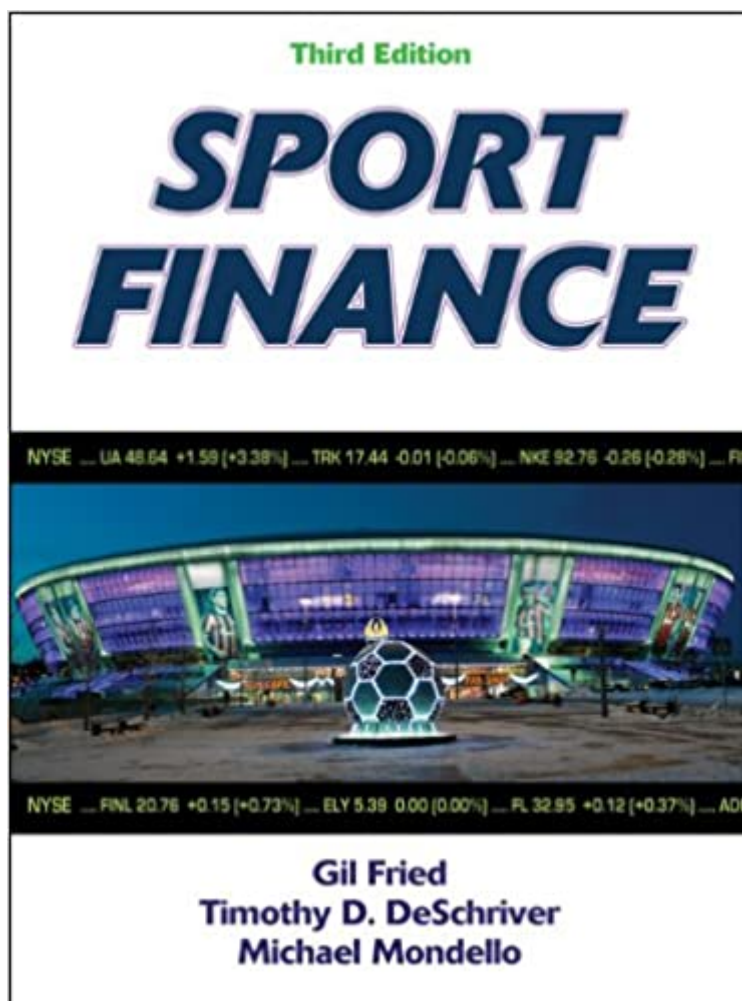


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Sport Finance-3rd Edition



Synopsis

Sport Finance, Third Edition, grounds students in the real world of financial management in sport, showing them how to apply financial concepts and appreciate the importance of finance in establishing sound sport management practices. Thoroughly updated to address the challenges facing today's professionals, this text engages students with a practical approach to traditionally difficult financial skills and principles. This edition of Sport Finance contains several new chapters and a greater emphasis on practical applications to better prepare students for the challenges they will face in the dynamic sport industry. New coauthor Mike Mondello brings additional financial expertise and practical knowledge to the expert author team, ensuring strong coverage of issues critical to the field. A new Budgeting 101 chapter provides a strong foundation for students to build on before delving into the influences on finance, capital structuring, financial management, and profits and losses. The final section of the text is completely new and covers current issues affecting the sport industry, providing realistic context for students entering the workforce. Readers will learn how various sport entities are dealing with the effects of recession and analyze the unique issues that affect various segments of the industry, including nonprofit, high school, college, professional, sporting goods, and international sport. Running case studies from the previous edition have been replaced with one comprehensive case study for a Division II athletic department in the final chapter. Students are encouraged to apply their knowledge as they explore the various revenues, expenses, and other financial issues occurring over the course of a year. Teaching readers skills that will help them understand the drivers of financial success or failure in the sport industry, the text presents these features:

- Mid-chapter sidebars that provide practical applications based on topics of discussion
- End-of-chapter discussion questions that channel dialogue in the classroom
- Expanded ancillary materials, including a test package, presentation package, and instructor guide, that help create an exciting classroom environment

Sport Finance, Third Edition, allows students to grasp fundamental concepts in sport finance, even if they have not previously studied finance. By analyzing business structures, income statements, and funding options, students not only will learn basic finance, but they will also understand how those skills are used in the world of sport. This practical application of the text will help students apply financial concepts in their future careers and will allow professionals to further develop strategies and investment plans in the industry.

Book Information

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Customer Reviews

Gil Fried, JD, is professor and chair of the management and sport management department in the College of Business at the University of New Haven. He worked as a financial analyst with Paul Kagan Associates and analyzed numerous broadcasting contracts. He has written numerous books and articles, taught graduate and undergraduate courses in sport finance, and lectured on finance topics to various audiences. Besides teaching, Fried coordinates the management of sports industries graduate program at the University of New Haven. Fried enjoys playing badminton and softball and being involved in his community.

Tim DeSchrive, EdD, is an associate professor in the department of business administration of Lerner College of Business and Economics at the University of Delaware. DeSchrive has worked as a field economist for the U.S. Department of Labor and has taught undergraduate and graduate instruction in sport finance and sport economics since 1998. He has authored and contributed to several books and sport finance-related publications in refereed journals. DeSchrive enjoys road cycling, mountain biking, and hiking in his spare time.

Michael Mondello, PhD, is an associate professor in the department of management at the University of South Florida. Mondello teaches classes in the sport and entertainment MBA program. His research interests include finance and economics of sport organizations, and his work has been published in the *International Journal of Sport Finance*, *Economic Development Quarterly*, *Sport Marketing Quarterly*, *International Journal of Sport Management*, *Journal of Sports Economics*, and *Journal of Sport Management*. Before his appointment at USF, he was a faculty member at both the University of Florida and Florida State.

Enjoyed learning about all the different ways to finance. It is a difficult subject for me, but it opened my eyes to ways to fund sports, and what all goes into money behind the business of sports

This book came in excellent condition! I was very happy with this rental. (Also its not a bad read)

very good

Item as described! Thanks!

Got the job done

Great book, enjoying it.Covers a lot about sports finance, good examples, definetly not boring.Great pick up if you are a sports fan

needed for class

Excellent financial overview

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