

Successful Sport Management

Successful Sport Management

Third Edition

Edited by

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Dedication

Successful Sport Management, Third Edition, is dedicated to Dr. Guy Lewis, a pioneer in sport administration at the University of Massachusetts and the University of South Carolina. His colleagues describe him as an outstanding author, administrator, visionary, mentor, leader and scholar. His contributions to the sport industry are recognized nationally and internationally and his accomplishments have led sport administration programs into the 21st century.

Herb Appenzeller
Tom Appenzeller

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Foreword

Herb and Tom Appenzeller have produced what amounts to the complete encyclopedia of sport management. In the ever-expanding world of sport management, this book provides critical information about the various components of our profession. *Successful Sport Management* keeps abreast of the evolving roles of technology and web-based influences while continuing to build upon its foundation of management concepts throughout the sports industry. The book's contributors, who have been active in their respective fields, relate their vast experience and knowledge.

Whether the reader is considering a sports management career, a graduate preparing for that first career opportunity, or individuals who have made this profession their life's work, this book is an invaluable resource. The student considering a sport management career will discover a broad array of opportunities available in this profession. For the person just entering the field, the book is a comprehensive resource. Seasoned veterans will be amazed by the breadth and depth of the material which provides an opportunity for continual professional growth.

Through this book, I expanded my knowledge and plan to refer to it often in my day-to-day management of a collegiate athletic department.

Ron Wellman
Director of Athletics
Wake Forest University

Acknowledgments

Many things have changed since we published the second edition of *Successful Sport Management* in 2000. In the past eight years, we have left the information age and entered the conceptual age—with its emphasis on social responsibility. Many people have helped us provide up-to-date information for the revised book, and we are grateful for their assistance. It is impossible to list all the contributors to this book, but we hope they realize how important they are and how grateful we are for their help.

We thank the previous authors for updating their chapters and the new authors who have joined us in this important venture. We appreciate the unanimous support of our former students who willingly joined us in our desire to spotlight their careers in the sport industry. We have been privileged to work with such outstanding students, who now have successful careers in the sport industry.

Furthermore, we appreciate the efforts of Ann Terrill Appenzeller, who has contributed countless hours in editing, contacting potential authors, gathering material, typing, and many other tasks that make a good book even better. Her help was invaluable, and we are grateful for her efforts in our behalf.

We especially thank all the authors who made the book strong and relevant by their excellent chapters.

As always, we thank Dr. Keith Sipe and Linda Lacy for their vision and encouragement to publish the third edition.

Herb Appenzeller
Tom Appenzeller

Introduction

Sport management started at Ohio University in 1966 and experienced unprecedented growth among college students. The program became popular among students, but one element was lacking—structured information necessary for the new curriculum. Most professors depended on articles in magazines and periodicals for material to meet the needs of the new program for the sport industry.

In 1985, Dr. Guy Lewis and Dr. Herb Appenzeller decided to fill the void by inviting 21 individuals with expertise and experience in various areas of sport management to share their knowledge in a book designed for students in the field and for the professors who taught in the new major. All of the 21 individuals agreed to provide material in their areas of expertise, and the first edition of *Successful Sport Management* became a reality. The textbook was well received by sport management personnel, and several outstanding books were published to provide valuable information for people interested in the sport industry.

In 2000 the second edition of *Successful Sport Management* was revised and updated, and new chapters were included to meet the changing emphasis of sport management.

The third edition, with 31 authors and 14 former students who are in the sport industry, provide up-to-date information for the Conceptual Age, which is characterized by today's emphasis on social responsibility. A unique feature of the third edition is that the textbook can be used for all levels, undergraduate and graduate, of sport management programs. Each of the 33 chapters can stand on its own, and the book has material for those who are attempting to conduct a job search and need advice concerning resumes, interviews, networking, and other valuable tips of the trade. We advise all students to keep the book handy during their student days and for the future when they are practitioners in the sport industry. This text will provide valuable practical information for years to come.

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