## Foreword vii • Preface xi Acknowledgments xv

Part I	ssues in International Sport Management1
ur van de	Key Concepts and Critical Issues
	Key Concepts 4 • Sport Management Issues in the Global Sport Environment 10 • International Competencies for Sport Managers 25 Summary 29
2	Strategic Management in International Sport31
	Reasons to Enter the Global Marketplace 32 • Global Expansion and Comparative Advantage 34 • Strategic Management Process 38 • Global Strategies in the Sport Industry 42 • Trend Analysis in the Sport Industry 45 Social Responsibility Guidelines 48 • Future Trends in the International Sport Industry 49 • Summary 50
<b>3</b>	Intercultural Management in Sport Organizations 53
	Why Intercultural Management Matters 54 • National Culture 58 Organizational Culture 62 • Culture Shock and the Role of Human Resources 63 Employee Socialization 64 • Summary 65
Part II	Field of Play in International Sport 71
4	Sport in North America
	Economic Impact of U.S. Sport 75 • Structure and Governance of Sport in the United States 76 • Professional Sport in the United States 76 • Amateur Sport in the United States 84 • Structure of Sport in Canada 88 • Professional and Elite Sport in Canada 90 • Amateur Sport in Canada 93 • Summary 96
MIL 771 day	Sport in Latin America
	Geography and Background of Latin America 101 • Cultural Foundations of Sport in Latin America 102 • Structure of Latin American Sport Systems 107 • The Sport Industry in Latin America 117 • International Sporting Events and Regional Governing Bodies 128 • Summary 132

	Sport in Europe
	Geography and Background of Europe 137 • The European Sport Model 138 Economics of Sport in Europe 142 • European Sport Law 146 • European Sport in the Global Marketplace 148 • Sport in Eastern Europe 148 Summary 152
<b>7</b> .	Sport in Africa and the Middle East
	Geography and Background of Africa and the Middle East 157 • The Colonial Experience and Sport in Africa 158 • Current Role of Sport in Africa and the Middle East 162 • Sport Organizations in Africa and the Middle East 168 Regional Sport Events in Africa and the Middle East 174 • Summary 174
<b></b>	Sport in South Asia, Southeast Asia, and Oceania 177
	Geography and Background of South Asia, Southeast Asia, and Oceania 179 Role of Sport in South Asia, Southeast Asia, and Oceania 182 • Sport Development and Governance in South Asia, Southeast Asia, and Oceania 186 Managing Sport in South Asia, Southeast Asia, and Oceania 190 • Staging Sport Megaevents in South Asia, Southeast Asia, and Oceania 196 • Summary 197
n water	Sport in Northeast Asia
	Geography and Background of Northeast Asia 201 • Sport in Northeast Asia 203 • Sport Governance in Northeast Asia 209 • Professional Sport in Northeast Asia 215 • Major Sport Events in Northeast Asia 217 • Summary 217
Part III G	overnance in International Sport 219
10	Olympic and Paralympic Sport221
	Olympic and Paralympic Organization Structure and Governance 223 • History and Commercial Development of the Olympic and Paralympic Games 227 Corruption and Reform 232 • Staging the Olympic and Paralympic Games 232 Social and Ethical Issues in Olympic and Paralympic Sport 235 • Fair Play On and Off the Playing Field 243 • Summary 248
11	International Sport Federations
	What Are International Federations? 252 • International Federations and National Federations 256 • Management of International Federations 259 • Summary 264
. 12	Professional Sport Leagues and Tours267
	Structure and Governance of International Professional Sport Leagues 268 Economic Nature of Professional Sport Leagues 270 • Revenue Sources for Professional Sport Leagues 277 • Competition Among Leagues 278 Summary 281

13	International Youth, School, and Collegiate Sport283
	Defining Youth, School, and Club Sport 284 • Governance and Organization of International Youth Sport Events 285 • Governance and Organization of School Sport 291 • Governance of Club Sport 296 • Summary 297
Part IV N	Nanagement Essentials in International Sport 301
14.	Macroeconomics of International Sport303
	Role of Sport in a National Economy 304 • Macroeconomic Effects of Sport 305 Tangible and Intangible Effects 307 • Primary Impact of a Sport Event 310 Multiplier Effect 313 • Long- and Short-Term Benefits From Sport and the Legacy Effect 315 • Summary 317
15	Business and Finance of International Sport Leagues 319
	North American League Model 321 • European League Model 325 • East Asian League Models 332 • Consequences of League Design and Team Ownership 334 • Summary 342
16	Corporate Social Responsibility, Sport,
	and Development
	Defining Corporate Social Responsibility 346 • Emergence of Corporate Social Responsibility in Sport 347 • Approaches to Understanding Corporate Social Responsibility in Sport 350 • Corporate Social Responsibility in Sport and Economic Development 354 • The United Nations Global Compact 357 Summary 358
<b>.17</b>	International Sport Law
	What Is International Sport Law? 360 • Conflict Resolution in International Sport 361 • Athlete Representation and Athlete Rights 365 • Promoting Sport for All 370 • Integrity of International Sport 371 • Summary 376
18	Managing Service Quality in International Sport 381
	What Is a Service? 382 • Service Quality in International Sport 383 • Service Failure and Recovery in International Sport 387 • Summary 390
Part V Ir	nternational Sport Business Strategies 393
19	International Sport Marketing395
	Marketing Principles and Terms 397 • The International Sport Consumer 398  Marketing and Sponsorship in a Global Economy 402 • International Brand  Management 404 • Summary 406

20	New Media and International Sport
	What Is New Media? 410 • New Media Technologies 411 • New Media and Sport Content 416 • New Media Challenges 418 • New Media Dimensions 421 • Summary 424
21	Sport Facilities Management
	Types of Facilities 426 • Facility Personnel 427 • Management Structure Options 428 • Issues in Facility Management 429 • Risk Management 433 Summary 437
22	International Sport Tourism
	Core Principles and Terms 440 • Economic Impact of Sport Tourism 446 Social Costs and Benefits of Sport Tourism 451 • Legacy Effects of Sport Tourism 455 • Sport Tourism Planning and Evaluation 456 • Summary 457
A	References 459 • Index 494 bout the Contributors 505 • About the Editors 511