

Sports Business Journal

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For more than seven years, the incisive commentary of Burton and O'Reilly has graced the pages of SportsBusiness Journal, the industry's leading trade journal. Now, fifty of their most recent columns are collected in one volume, providing thoughtful and deeply knowledgeable insight into many of the industry's most contentious issues. Covering an era in sports that has experienced rapid change, the authors discuss such topics as gender equity, corporate sponsor-ship, collegiate athletics, diversity, and the future of sports. As two of the leading scholars in the business of sports, Burton and O'Reilly also draw upon years of experience to give both students and industry professionals a dual perspective on the role sports play in a healthy, thriving society.

A riveting chronicle of trailblazing tennis champion and cultural icon Serena Williams's turbulent 2019 tour season and a revealing portrait of who she is, both on and off the court. Serena Williams is an undisputed global sports celebrity. Ranked #12 on ESPN's 2018 World Fame 100 list of popular athletes, thirty-seven-year-old Serena Williams is the only female in the top 20, and she's one of the highest paid athletes in the world. The face of women's tennis for the past two decades, Serena is now waging battles on multiple fronts—against age, injuries, and opponents almost twenty years her junior, all while juggling her responsibilities as a new mom. Seeing Serena is an in-depth chronicle of Serena Williams' return to tennis after giving birth to her daughter, and an insightful cultural analysis of the most consequential female athlete of her time. Author Gerald Marzorati shadows her through her 2019 season, from Melbourne and the Australian Open, to Roland-Garros and Wimbledon, and on to the US Open as she seeks her 24th Grand Slam singles title. He writes about her tennis and her forays into fashion, investing, and developing her personal brand on social media. Seeing Serena illuminates Williams's singular status as the greatest women's tennis player of all time and—in a moment when race and gender are the most talked-about topics in America and beyond—a pop icon like no other. Marzorati is on the scene, observing her matches, and talking to her, her coach, her competitors, and former greats who have witnessed her for years. He observes her, listens to her, studies her, explores her roles in society and history—sees Serena fully, in all the ways she has come to matter.

Developing and implementing a systematic analytics strategy can result in a sustainable competitive advantage within the sport business industry. This timely and relevant book provides practical strategies to collect data and then

convert that data into meaningful, value-added information and actionable insights. Its primary objective is to help sport business organizations utilize data-driven decision-making to generate optimal revenue from such areas as ticket sales and corporate partnerships. To that end, the book includes in-depth case studies from such leading sports organizations as the Orlando Magic, Tampa Bay Buccaneers, Duke University, and the Aspire Group. The core purpose of sport business analytics is to convert raw data into information that enables sport business professionals to make strategic business decisions that result in improved company financial performance and a measurable and sustainable competitive advantage. Readers will learn about the role of big data and analytics in: Ticket pricing Season ticket member retention Fan engagement Sponsorship valuation Customer relationship management Digital marketing Market research Data visualization. This book examines changes in the ticketing marketplace and spotlights innovative ticketing strategies used in various sport organizations. It shows how to engage fans with social media and digital analytics, presents techniques to analyze engagement and marketing strategies, and explains how to utilize analytics to leverage fan engagement to enhance revenue for sport organizations. Filled with insightful case studies, this book benefits both sports business professionals and students. The concluding chapter on teaching sport analytics further enhances its value to academics.

For many years, sports rights owners have had an 'if you build it, they will come' attitude, suggesting they take their fans for granted. Combined with advances in broadcasting quality, digital marketing, and social media, this has resulted in diminishing attendances and participation levels. The use of CRM (Customer Relationship Management), BI (Business Intelligence) and Data Analytics has therefore become integral to doing business in sports, emulating the approach used by brands such as Amazon, Netflix, and Spotify. Technology has made the world a smaller place; clubs and teams can now connect with their fans anywhere in the world, allowing them to grow their marketplace, but they operate in an 'attention economy' where there's too much choice and engagement is key. This book sets out to share the processes and principles the sports industry uses to capitalise on the natural loyalty it creates. Case studies and commentary from around the world are used to demonstrate some of the practices implemented by the world's leading sports brands including clubs Arsenal and the San Antonio Spurs. the governing bodies of UEFA and Special Olympics International, and the MLS and NHL. With a focus on our unique challenges coupled with the opportunities the use of data creates, this book is essential reading for professionals within the sports industry.

This book explores the business aspect of sports with an orientation to those topics that are most relevant to journalists, providing the foundation for understanding the various parts of the sports business. Moving beyond sports writing, this text offers a distinct perspective on professional, college, and international sports organizations – structure, governance, labor issues, and other business factors within the sports community. Written clearly and compellingly, *The Business of Sports* includes cases (historical, current, and hypothetical) to illustrate how business concerns play a role in the reporting of sports. New features for the second edition include: updates throughout, including disciplinary policies throughout the major sports leagues expanded discussion of intellectual property issues and merchandising new sections on ethical issues in sports, aimed at journalists. Offering critical insights on the business of sports, this text is a required resource for sports journalists and students in sports journalism.

A rollicking guided tour of one extraordinary summer, when some of the most pivotal and freakishly coincidental stories all collided and changed the way we think about modern sports The summer of 1984 was a watershed moment in the birth of modern sports when the nation watched Michael Jordan grow from college basketball player to professional athlete and star. That summer also saw ESPN's rise to media dominance as the country's premier sports network and the first modern, commercialized, profitable Olympics. Magic Johnson and Larry Bird's rivalry raged, Martina Navratilova and John McEnroe reigned in tennis, and Hulk Hogan and Vince McMahon made pro wrestling a business, while Donald Trump pierced the national consciousness as a pro football team owner. It was an awakening in the sports world, a moment when sports began to morph into the market-savvy, sensationalized, moneyed, controversial, and wildly popular arena we know today. In the tradition of Bill Bryson's *One Summer: America, 1927*, L. Jon Wertheim captures these 90 seminal days against the backdrop of the nostalgia-soaked 1980s, to show that this was the year we collectively traded in our ratty Converse for a pair of sleek, heavily branded, ingeniously marketed Nikes. This was the year that sports went big-time.

Strategic Sport Communication, Second Edition, presents a standard framework that introduces readers to the many ways in which individuals, media outlets, and sport organizations work to create, disseminate, and manage messages to their constituents.

The Second Edition of *Communication and Sport: Surveying the Field* offers the most comprehensive and diverse approach to the study of communication and sport available at the undergraduate level. Newly expanded to incorporate the latest topics and perspectives in the field, the New Edition examines a wide array of topics to help readers understand important issues such as sports media, rhetoric, culture, and organizations from both micro- and macro- perspectives. Everything from youth to amateur to professional sports is addressed in terms of mythology, community, and identity; issues such as fan cultures, racial identity and gender in sports media, politics and nationality in sports, and sports and religion are explored in depth, and provide useful, applied insight for readers. Practical and relevant, epistemologically diverse, and theoretically grounded, the Second Edition of Billings, Butterworth, and Turman's text keeps readers on the cutting-edge.

Sport marketing is more accessible than ever, with sport business professionals, companies, the media, athletes, teams, coaches, and fans connecting in new ways and with new experiences. *Sport Marketing, Fifth Edition With HKPropel Access*, presents a modernized, current-day approach to the dynamic industry of sport marketing. A full-color presentation brings this vibrant field to life with comprehensive coverage—balanced between theoretical and practical—to provide an understanding of the foundations of sport marketing and how to enhance the sport experience. Building on the legacy that Bernard Mullin, Stephen Hardy, and William Sutton established in the first four editions, a new author team, handpicked by their predecessors, draw from their modern experience in the field to add a fresh perspective to this essential text. They bring the sport industry directly to the reader through extensive industry examples, interviews of top sports executives, challenging case studies, and global perspectives from teams, leagues, and other agencies around the world. Reflecting the evolving landscape of sport marketing, the text will prepare students to stay on the leading edge with the following updates: A focus on current and emerging technologies and how they have revolutionized the sport industry—ranging from mobile video streaming and fantasy sports to artificial intelligence and virtual reality Greater emphasis on data and analytics to make more informed business decisions In-depth examination of how social media and digital platforms serve as critical communication channels to drive sport marketing strategy and execution New content on target marketing, including understanding millennial sports fans and engaging with Generation Z Updated coverage of sales processes, addressing both traditional methods and new strategies for the mobile age Discussion of modern ticketing practices and the secondary ticket market, including how leagues partner with secondary ticket providers and the impact on pricing strategies Also new to the fifth edition are related online learning aids, now delivered through HKPropel, designed to engage students and test comprehension of the material. Exclusive video interviews with sport industry leaders offer insights into how they incorporate marketing strategies into their daily work. Discussion questions and activities for each chapter guide students to apply core concepts, and web search activities provide opportunities for students to compare strategies found on sport organization websites and other online locations. In addition, chapter objectives, an opening scenario, sidebars highlighting key concepts, and Wrap-Up, Activities, and Your

Marketing Plan sections at the ends of chapters offer students additional learning tools as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry. With Sport Marketing, Fifth Edition With HKPropel Access, students will develop valuable marketing skills and prepare for a successful career in the competitive world of sport marketing. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

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