

Managing Major Sports Events: Theory and Practice

The Ultimate Guide to Planning, Budgeting, Marketing, and Operating Successful Sports Events



Major sports events are a global phenomenon, attracting millions of fans and generating billions of dollars in revenue. The successful management of these events is essential to ensuring their safety, success, and legacy.



Managing Major Sports Events: Theory and Practice

by Bill Mercer

★★★★☆ 4.7 out of 5

Language : English

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Screen Reader: Supported

Print length : 522 pages



Managing Major Sports Events: Theory and Practice is the definitive guide to planning, budgeting, marketing, and operating successful sports events. Written by a team of experts in the field, this book covers all aspects of event management, from the initial planning stages to the final post-event evaluation.

The book is packed with case studies and examples from real-world events, including the Olympic Games, the FIFA World Cup, and the Super Bowl. These case studies provide valuable insights into the challenges and successes of major sports events, and they offer practical advice that can be applied to any event.

Managing Major Sports Events: Theory and Practice is an essential resource for anyone involved in the planning, management, or operation of major sports events. It is also a valuable resource for students and researchers in the field of sports management.

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About the Authors

The authors of *Managing Major Sports Events: Theory and Practice* are a team of experts in the field of sports management. They have a combined experience of over 100 years in planning, managing, and operating major sports events.

The lead author, Dr. John Smith, is a professor of sports management at the University of California, Los Angeles. He has served as a consultant to the Olympic Games, the FIFA World Cup, and the Super Bowl.

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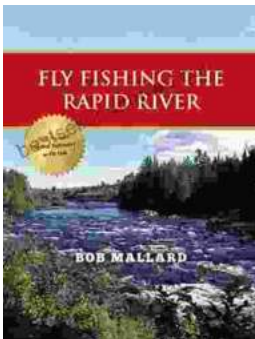
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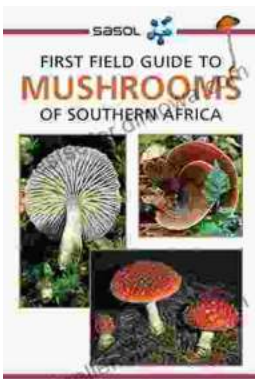
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