



# Sport Management: Principles, Applications, Skill Development

*Robert N. Lussier, David C. Kimball*

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Sports Management provides a concise introduction to the principles of management as they apply to sport organizations (both amateur and professional) and to sport-related businesses of all types (e.g., sporting goods retailers, facilities management, broadcasting, etc.). Lussier and Kimball take a hands-on approach to the study of management, employing a three pronged approach: principles, applications, and skill development, to equip learners with the requisite managerial skills to build productive careers in the sport industry.

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