

## 女性スポーツのビジネスに関する ハンドブック

# Routledge Handbook of the Business of Women's Sport

Edited by **Nancy Lough, Andrea N. Geurin**

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スポーツマネジメント、マーケティング、メディア、リーダーシップ、ガバナンス、そして消費者行動から得た知識を革新的な方法で組み合わせたこの本は、世界中の女性スポーツのビジネスに関する現在の理論と研究の調査に画期的な役割を果たす貴重な資料文献です。

### 本書の内容

Combining knowledge from sport management, marketing, media, leadership, governance, and consumer behavior in innovative ways, this book goes further than any other in surveying current theory and research on the business of women's sport around the world, making it an unparalleled resource for all those who aspire to work in, or understand, women's sport.

Featuring international perspectives, with authors from North America, South America, Europe, Asia, and Oceania, and insightful, in-depth profiles of real leaders within different sectors of women's sport in the global sport industry, the Routledge Handbook of the Business of Women's Sport offers an integrated understanding of the ways traditional media and social media impact both the understanding and advancement of women's sport properties, businesses, teams, and athletes. Innovative case studies show how societal issues such as gender, power, and framing impact the business of women's sports and those who work in women's sport.

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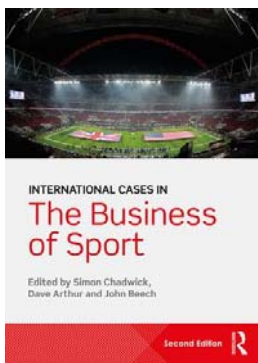
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## 関連書

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## スポーツビジネスにおける国際的事例 第2版 International Cases in the Business of Sport, 2<sup>nd</sup> Edition

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## 本書の内容

Contemporary sport is big business. Major teams, leagues, franchises, merchandisers and retailers are in fierce competition in a dynamic global marketplace. Now in a fully revised and updated second edition, International Cases in the Business of Sport presents an unparalleled range of cutting-edge case studies that show how contemporary sport business is done and provides insight into commercial management practice.

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