



Financing Sport (Sport Management Library)

Dennis R. Howard, John L. Crompton

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The new edition of *Financing Sport* further solidifies its standing as the most authoritative text on sport finance. Authors Dennis R. Howard and John L. Crompton have completely reorganized and revised this popular textbook.

The third edition provides detailed coverage of the current financial issues and challenges facing managers in professional, collegiate, and non-profit sport agencies. Expert practitioners also provide content in key areas such as ticket sales, licensing, and media rights.

Section I: Sport Finance Trends and Challenges

Section II: Economic Rationales for Public Investments in Sport Venues and Events

Section III: Primary Sources of Capital Funding

Section IV: Revenue from Enterprise Sources

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