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FiT publication date 10.2.2015

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**eBooks from FiT**

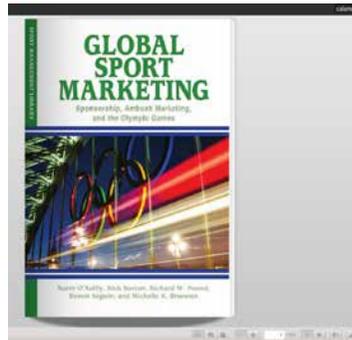
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Publication months:  
February, May, August,  
and November.

## International Journal of Sport Finance (IJSF)

Editors: Arne Federson, Babatunde Buraimo, Joachim Prinz, and Jane Ruseski

*IJSF* serves as a high-level forum for the dissemination of current research on sport finance topics on a worldwide basis. The objective is to advance knowledge of the topic area by publishing theoretical and empirical articles from both a globally diversified and multidisciplinary perspective. Another important objective of *IJSF* is to provide a forum for the exchange of ideas between academicians and practitioners.



*IJSF* is the official journal of the European Sport Economics Association.



Publication months:  
February, June, and October.

## Sport & Entertainment Review (SER)

Editors: Bob Heere and Chad Seifried

The mission of *SER* is to become the outlet for the best new ideas for people creating, leading, and transforming sport and entertainment organizations and business. *SER* seeks to be one of the world's leading journals of cutting-edge, authoritative thinking on key issues facing executives in the world of sport and entertainment industries.



Publication months: March,  
June, September, and  
December.

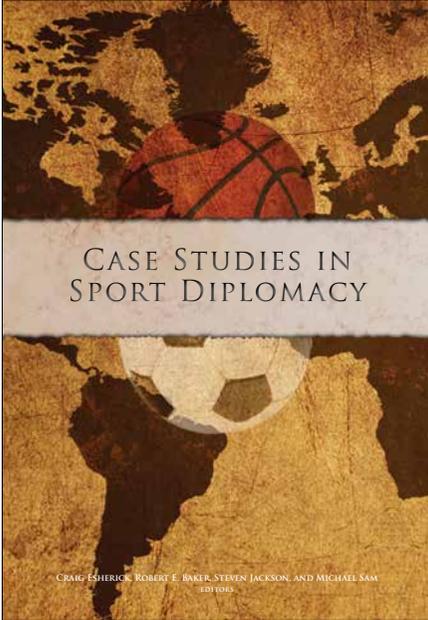
## Sport Marketing Quarterly (SMQ)

Editors: Stephen L. Shapiro, Brendan Dwyer, and Matthew B. Walker

*SMQ* aims to provide a forum for authors who wish to share new knowledge and/or apply existing concepts and theories in sport marketing. To this end, *SMQ* is committed to publishing high-quality research that advances the study and practice of sport marketing and is relevant to the professional interests of the sport marketing community.



*SMQ* is the preferred journal of the Sport Marketing Association.



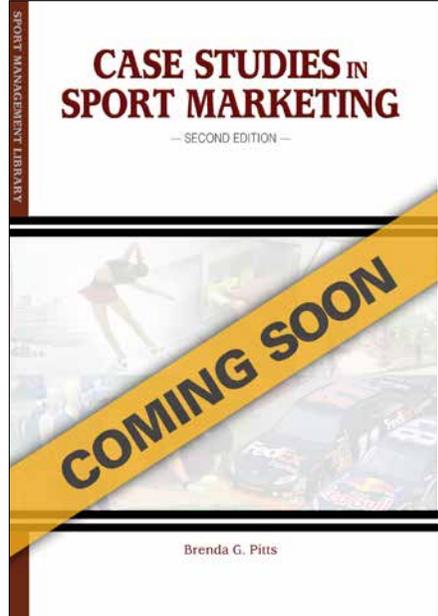
## Case Studies in Sport Diplomacy

**Editors:** Craig Esherrick, Robert Baker, Steven Jackson, and Michael Sam

**ISBN:** 978-1-940067-05-6

**Audience:** Graduate, Undergraduate, Reference

Sports are used by young and old for enjoyment, exercise, and character-building activities. Sports form the backbone for professional leagues, television networks, mega-events, and tours in numerous countries around the world. The Premier League, the National Basketball Association, La Liga, and Serie A are shown around the world on television and online networks. Sport is also used for economic development, community development, and to build bridges between groups that have been in conflict, as well as a tool in the diplomatic efforts of nations around the world. This book will focus on sport and diplomacy, with examples of this practice from countries on every continent.



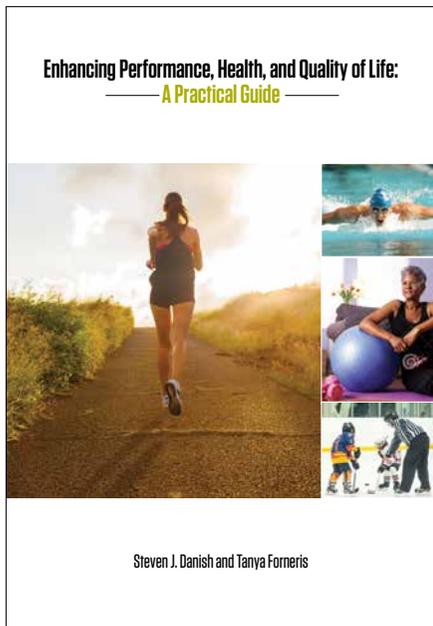
## Case Studies in Sport Marketing, 2nd Edition

**Editor:** Brenda G. Pitts

**ISBN:** 978-1-940067-00-1

The much awaited second edition of *Case Studies in Sport Marketing* includes contemporary case studies that demonstrate applications of marketing techniques in the sport industry. The new edition, comprised completely of newly written cases, analyzes a myriad of contemporary marketing plans, such as forming strategic alliances through sponsorship, creating community and building fan equity, and using inclusive sport as a vehicle for development and peace. This text is a valuable asset to supplement sport marketing courses at the graduate and undergraduate levels.

This information is provided for your pre-planning needs. Additional details about these and other books can be found at [fitpublishing.com](http://fitpublishing.com).



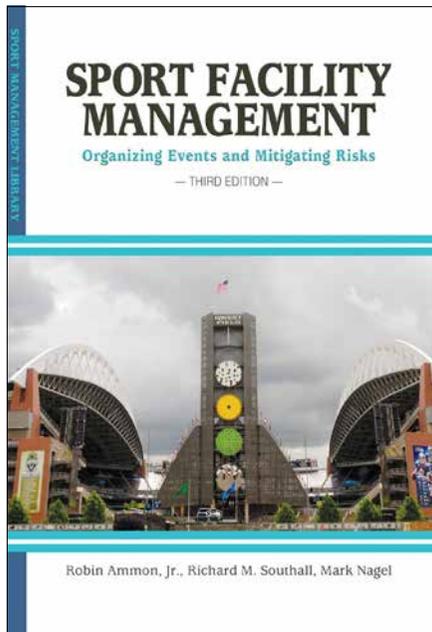
## Enhancing Performance, Health, and Quality of Life: A Practical Guide

**Authors:** Steven Danish and Tanya Forneris

**ISBN:** 978-1-940067-04-9

**Audience:** Reference, Graduate, Undergraduate

Very few practical resources are available that include actual tools and activities that can be of use across disciplines (e.g., mental skills consultants, recreational therapists, occupational therapists, physical therapists, life coaches, nutritionists, sport psychologists etc.). This practical guide provides these sport and health-care practitioners the necessary tools and skills to help their clients of all ages and demographics to enhance their performance, health, and/or quality of life through the development of a variety of life skills.



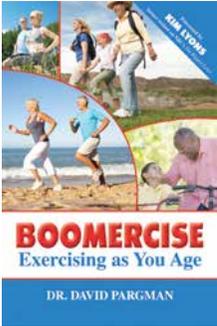
## Sport Facility Management: Organizing Events and Mitigating Risks, 3rd Edition

**Editors:** Robin Ammon Jr, Richard M. Southall, and Mark S. Nagel

**ISBN:** 978-1-935412-96-0

**Audience:** Undergraduate

The new edition of FIT's popular Sport Management Library title is an ideal text for students in sport facility and event management courses, as well as an invaluable reference for managers and industry professionals. The updates to the third edition include an expanded discussion of naming rights and privatization and a comprehensive event manual. The third edition also features two new chapters: Booking and Scheduling; and Green Facilities and Sustainability.



## Boomercise: Exercising as You Age

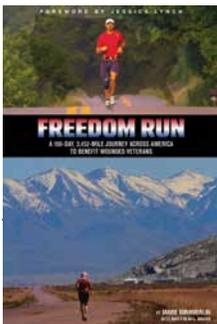
Author: David Pargman  
ISBN: 978-1-935412-32-8

This book caters to the exercise needs of members of the boomer generation. *Boomercise* provides basic fitness concepts, exposes myths about exercise and lifestyle, and offers helpful tips for constructing a sensible, personalized program. Author David Pargman simplifies scientific explanation into a reader-friendly book that can help boomers achieve and maintain a better quality of life as they age.

*"Boomercise doesn't just tell you how to find those joys that come with exercise and nutrition, it shows you. There is truly something in here for everyone."*

— Kim Lyons, former trainer on NBC's *The Biggest Loser*

© 2012 | 252 pp. | Soft Cover | \$16.95



## Freedom Run: A 100-Day, 3,452- Mile Journey Across America to Benefit Wounded Veterans

Authors: Jamie Summerlin,  
with Matthew L. Brann  
ISBN: 978-1-935412-50-2

Jamie Summerlin's desire to raise awareness and funds for wounded veterans led to a 100-day, 3,452-mile run across America. The U.S. Marine Corps veteran's trek was intended to inspire those who sacrificed for America's freedom, but along the way Summerlin realized he was the one being inspired.

*"This is a story about the very best we as Americans can offer."*

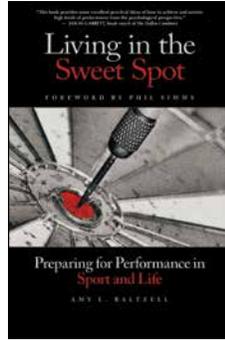
— Jessica Lynch, former Army PFC and POW

*A portion of the proceeds from the sale of this book will benefit veteran-focused charitable organizations.*

© 2013 | 264 pp. | Soft Cover | \$16.95

eBook ISBN: 978-1-935412-67-0

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## Living in the Sweet Spot: Preparing for Performance in Sport and Life

Author: Amy L. Baltzell  
ISBN: 978-1-935412-09-0  
Audience: Trade,  
Undergraduate, Reference,  
Graduate

*Living in the Sweet Spot* is a fresh, inspiring guide of how to get ready for life's big performances. The issues performers face when under pressure come to life through examples of top athletes, musicians, and from the author's experiences as an Olympian and America's Cup sailor. Every chapter contains practical, effective, reflective exercises that help readers rise to the challenge of performing their best when it counts.

*"This book provides some excellent practical ideas of how to achieve and sustain high levels of performance from the psychological perspective."*

— Jason Garrett, Dallas Cowboys head coach

© 2011 | 326 pp. | Soft Cover | \$18.95

eBook ISBN: 978-1-935412-38-0

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## You Haven't Taught Until They Have Learned:

John Wooden's  
Teaching  
Principles and  
Practices

Authors: Swen Nater and  
Ronald Gallimore  
ISBN: 978-1-935412-08-3

This book explores John Wooden's timeless principles of teaching on the court and in the classroom. Swen Nater, one of Wooden's former players at UCLA, provides insightful first-hand accounts that can be studied and applied by teachers, coaches, parents, and anyone else who is responsible for, works with, or supervises others.

© 2010 | 176 pp. | Soft Cover | \$19.95

eBook ISBN: 978-1-935412-66-3

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**NEW!**

**SUMMER SPORTS CAMPS 101**  
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Author: Richard Leonard  
 ISBN: 978-1-940097-03-2  
 Audience: Trade, Undergraduate, Reference, Graduate

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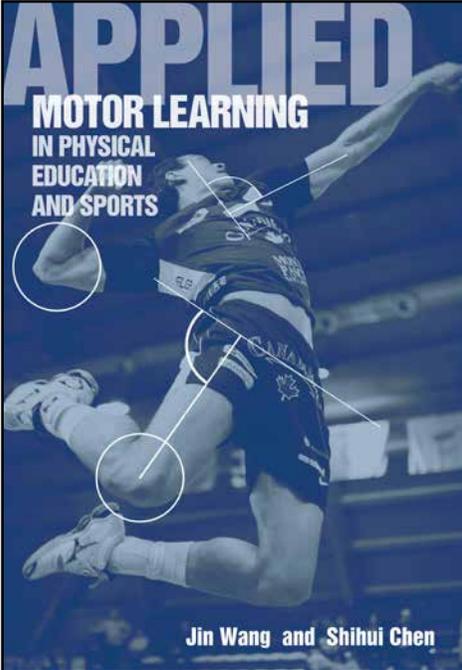
*"With my experience as a backdrop, I found his treatment of the subject to be comprehensive. More importantly, I appreciated the practical examples that served to illuminate the explanation of various operating situations that one typically encounters in putting together these kinds of short term, yet intensive, training programs. The numerous tips in the margins of the text also serve to enrich the chapters of the book and the appendixes offer specific facts and supporting documents, such as the laws applicable to summer camp operations. The 200+ pages in the text are logically divided into major sections including planning, administrative systems, human resources, marketing and very importantly, risk management.*

*On the whole, the book is well written and very readable and should serve as an indispensable guide for those individuals considering organizing summer camps for the first time and holds helpful tips for those who have already done so."*

Thomas P. Rosandich, Ph.D.

President and CEO  
 United States Sports Academy

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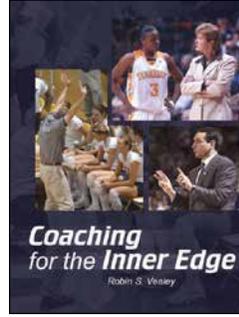


## Applied Motor Learning in Physical Education and Sports

Authors: Jin Wang and Shihui Chen  
 ISBN: 978-1-935412-52-6  
 Audience: Graduate, Undergraduate

The importance of the study of the scientific principles of learning human motor skills is evident in that motor learning is a required core course as set forth by the NASPE standards. *Applied Motor Learning in Physical Education and Sports* goes further than simply providing valuable scientific theories. Authors Jin Wang and Shihui Chen transform those theories into practice in an understandable approach by incorporating case studies and practitioners' implications, making this a comprehensive resource on motor learning.

© 2014 | 202 pp. | Soft Cover | \$45.00

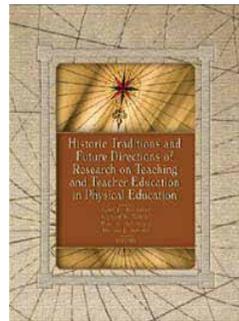


## Coaching for the Inner Edge

Author: Robin S. Vealey  
 ISBN: 978-1-885693-59-4  
 Audience: Undergraduate

Former collegiate basketball coach and esteemed sport psychology professor and consultant Robin S. Vealey reinvents the mental coaching game with this comprehensive textbook. In *Coaching for the Inner Edge*, this former Olympic training consultant draws on and synthesizes a wealth of insider's material and knowledge into an easy-to-digest, understandable coaching guidebook.

© 2005 | 407 pp. | Hard Cover | \$65.00



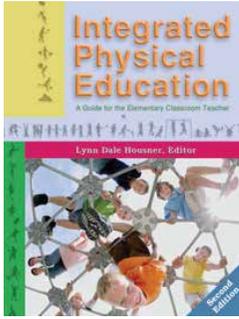
## Historic Traditions and Future Directions of Research on Teaching and Teacher Education in Physical Education

Editors: Lynn D. Housner, Michael W. Metzler,  
 Paul G. Schempp, and Thomas J. Templin  
 ISBN: 978-1-885693-92-1

Audience: Graduate, Undergraduate, Reference

A groundbreaking conference brought experienced and beginning researchers together to reflect on research about teaching and teacher education in physical education and to engage in a dialogue on what has been accomplished, what the knowledge base looks like, and the future direction of the field so continued progress will be made. The works of three generations of scholars are featured.

© 2009 | 416 pp. | Soft Cover | \$59.00



**Integrated Physical Education: A Guide for the Elementary Classroom Teacher, 2nd Edition**

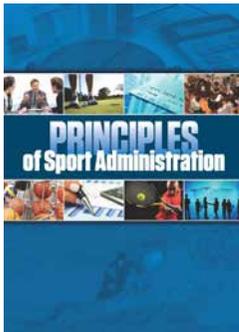
Editor: Lynn Dale Housner

ISBN: 978-1-885693-93-8

Audience: Undergraduate, Graduate, Reference

This book provides a concise overview of the essential content and pedagogical knowledge necessary to design, implement, and assess physical education programs. *Integrated Physical Education* is based on current standards established by the National Association of Sport and Physical Education (NASPE).

© 2009 | 328 pp. | Soft Cover | \$49.00



**Principles of Sport Administration**

Author: Richard Leonard

ISBN: 978-1-935412-49-6

Audience: Graduate, Undergraduate

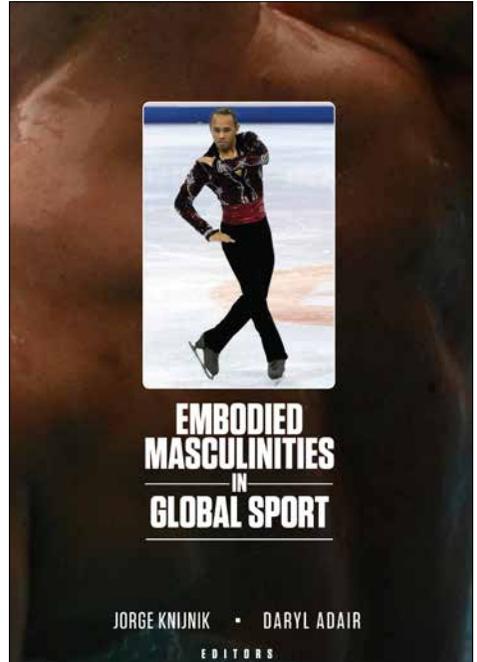
Athletic program administrators have a tremendous influence on the success of their organizations. They must construct viable program plans; oversee budgeting, marketing, and fundraising efforts; and effectively manage employees. Chapters are grouped into four sections covering key areas of responsibility for administrators: (1) management concepts for athletic program administrators, (2) internal program administration, (3) marketing concepts for athletic program administrators, and (4) external program administration and other business applications.

© 2013 | 344 pp. | Soft Cover | \$65.00

eBook ISBN: 978-1-935412-68-7

eBook: \$37.00

**Sport & Global CULTURES SERIES**



**Embodied Masculinities in Global Sport**

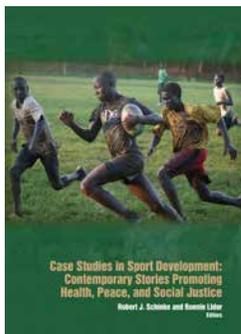
Editors: Jorge Knijnik and Daryl Adair

ISBN: 978-1-935412-16-8

Audience: Reference, Graduate

This book acknowledges the central role of *bodies* in the social construction of gender and, in this case, ideas about masculinity. Editors Jorge Knijnik and Daryl Adair, along with a group of international researchers, articulate how various types of masculinities can be played out in different sports by drawing from personal experiences of athletes, investigating the cultural—and even global—impact of male achievements in sport, and comparing men's experiences in sport to women's.

© 2015 | 234 pp. | Soft Cover | \$24.95



## Case Studies in Sport Development: Contemporary Stories Promoting Health, Peace, and Social Justice

Editors: Robert J. Schinke and Ronnie Lidor

ISBN: 978-1-935412-62-5

Audience: Graduate, Undergraduate

*Case Studies in Sport Development* reveals how experiences from across our global community have served as the conduit to harmony within and among people. Internationally renowned co-editors Robert J. Schinke and Ronnie Lidor have structured this compilation into three key sections: (1) Remediating Marginalization, (2) Health and Well-Being, and (3) Sport for Peace and Social Justice.

© 2013 | 232 pp. | Soft Cover | \$42.00



## Long Run to Freedom: Sport, Cultures and Identities in South Africa

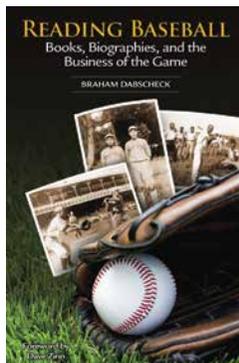
Author: John Nauright

ISBN: 978-1-935412-04-5

Audience: Reference, Trade

*Long Run to Freedom* analyzes the history and meaning attached to sport in South Africa and the ways sport is being used in the present.

© 2010 | 227 pp. | Soft Cover | \$24.95



## Reading Baseball: Books, Biographies, and the Business of the Game

Author: Braham Dabscheck

ISBN: 978-1-935412-24-3

Audience: Undergraduate, Trade

Braham Dabscheck muses upon some of baseball's silent yet important treasures, examining a wide range of topics, including the business of the game; industrial and labor relations; organized baseball and the law; social commentary and biographies; and the culture of the game around the globe. This collection of essays is a valuable companion to any baseball enthusiast.

© 2011 | 238 pp. | Soft Cover | \$16.95



## Rethinking the Olympics: Cultural Histories of the Modern Games

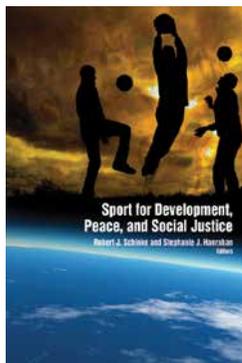
Editor: Robert K. Barney

ISBN: 978-1-935412-05-2

Audience: Graduate, Undergraduate, Reference

This anthology of critical essays, written by prominent historians and political scientists, provides insight into the past, present, and future of the Olympic Games movement.

© 2010 | 504 pp. | Soft Cover | \$36.95

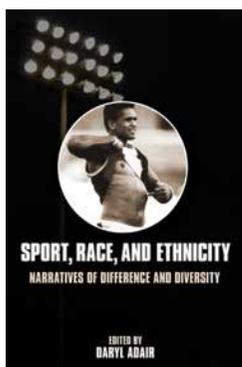


## Sport for Development, Peace, and Social Justice

Editors: Robert J. Schinke and Stephanie J. Hanrahan  
 ISBN: 978-1-935412-34-2  
 Audience: Graduate, Undergraduate

*Sport for Development, Peace, and Social Justice* examines what sport can offer to groups of people and the communities in which they live. Editors Robert J. Schinke and Stephanie J. Hanrahan integrate sport development projects from different disciplines to challenge readers to broaden the scope of what they think can be achieved through sport.

© 2012 | 306 pp. | Soft Cover | \$48.00

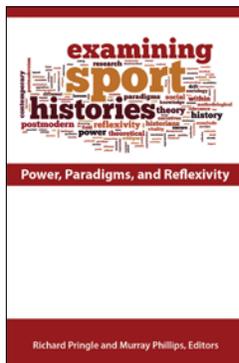


## Sport, Race, and Ethnicity: Narratives of Difference and Diversity

Editor: Daryl Adair  
 ISBN: 978-1-935412-17-5  
 Audience: Graduate, Undergraduate

This collection brings together many of the leading historians, sociologists, political scientists, and cultural theorists dealing with sport as an arena for intergroup diversity and the negotiation of difference. The collection features vibrant examples from different eras, places, and spaces, wherein vital co-themes like post-colonialism, gender, and media representation are explored.

© 2011 | 266 pp. | Soft Cover | \$24.95

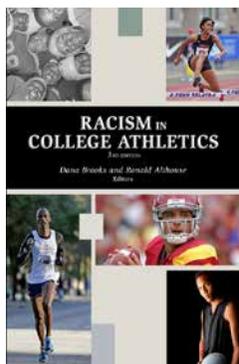


## Examining Sport Histories: Power, Paradigms, and Reflexivity

Editors: Richard Pringle and Murray Phillips  
 ISBN: 978-1-935412-37-3  
 Audience: Graduate, Reference

This book explores the ways in which postmodernist approaches can enrich the study of the sporting past and in so doing, the contributors collectively promote postmodernism as a form of social theory to guide the future of sport historical research. The contributors demonstrate how sport studies scholars might be more adventurous in their thinking, research, and writing.

© 2013 | 331 pp. | Soft Cover | \$45.00



## Racism in College Athletics, 3rd Edition

Editors: Dana Brooks and Ronald Althouse  
 ISBN: 978-1-935412-45-8  
 Audience: Graduate, Undergraduate

This substantially revised edition of *Racism in College Athletics* retains the rich history and context that made the first two editions so widely acclaimed. This third edition not only expands on the hurdles and triumphs of African American student-athletes, but it also examines the injustices toward and successes of coaches, administrators, and international student-athletes.

© 2013 | 432 pp. | Soft Cover | \$57.00

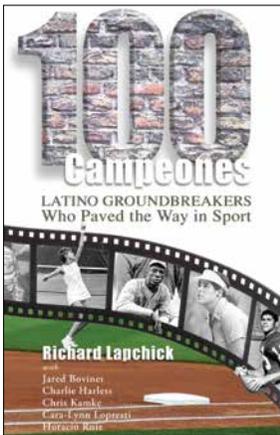
# LEADERS IN SPORT SERIES

Richard Lapchick is often recognized as “the racial conscience of sport,” and is widely regarded as an expert on sport issues. Through a combination of historical research and personal interviews, Lapchick and a team of authors present uplifting stories of individuals who have had a positive and great impact on sport and society, often in the face of *adversity and discouragement*. *100 Campeones: Latino*

*Groundbreakers Who Paved the Way in Sport, 100 Pioneers: African-Americans Who Broke Color Barriers in Sport, 100 Trailblazers: Great Women Athletes Who Opened Doors for Future Generations, 150 Heroes: People in Sport Who Make This a Better World.*

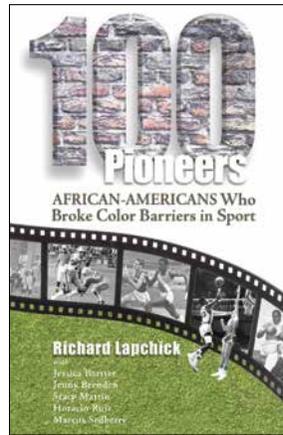
Audience: Reference, Trade

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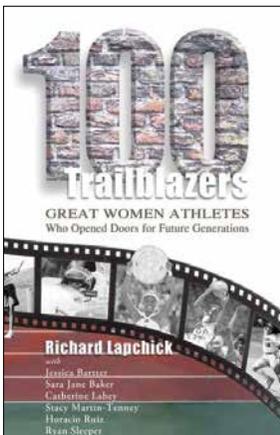
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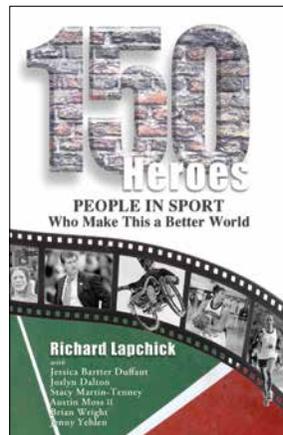
ISBN: 978-1-885693-81-5

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ISBN: 978-1-885693-86-0

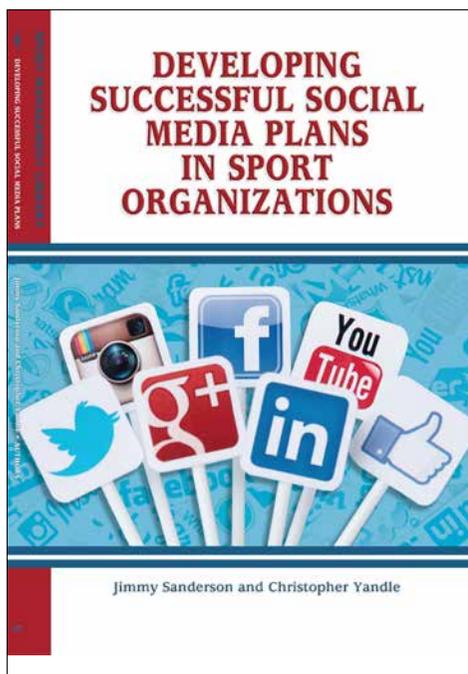
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ISBN: 978-1-935412-22-9

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 Indicates Sport Management Library Titles



## Developing Successful Social Media Plans in Sport Organizations

Authors: Jimmy Sanderson and Christopher Yandle

ISBN: 978-1-935412-97-7

Audience: Graduate, Undergraduate

This book links practical examples with academic research to provide an overview of developing successful social media plans for sport organizations. It outlines strategies for sport organizations such as employing social media to engage fans, enhancing marketing and customer service, elevating the organizational brand, and monitoring how players, coaches, and team personnel use individual social media accounts.



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- Further explore the text's topics with web supplements,
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### Table of Contents:

Chapter 1: Why Sport Organizations Need a Social Media Plan

Chapter 2: Developing a Comprehensive Plan

Chapter 3: Social Media Use by Coaches and Administrators

Chapter 4: Social Media Use by Athletes

Chapter 5: Social Media Issues and Challenges

Chapter 6: Implementing and Managing the Plan

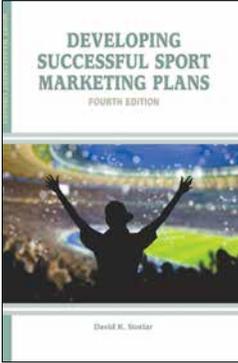
Chapter 7: Measuring the Success of the Plan

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eBook ISBN: 978-1-940067-06-3

eBook: \$21.00

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## Developing Successful Sport Marketing Plans, 4th Edition

Author: David K. Stotlar  
ISBN: 978-1-935412-55-7  
Audience: Undergraduate

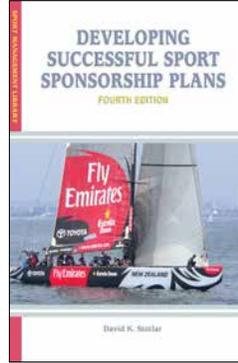
In the revised fourth edition, internationally recognized author David K. Stotlar shows readers how to create and implement a winning marketing strategy. The chapters offer a sequential model for creating a well-defined, industry-proven plan, with a focus on the sport consumer rather than the product, reflecting the current dynamic in the sport industry.

© 2013 | 144 pp. | Soft Cover | \$39.00



eBook ISBN: 978-1-935412-90-8

eBook: \$22.00



## Developing Successful Sport Sponsorship Plans, 4th Edition

Author: David K. Stotlar  
ISBN: 978-1-935412-56-4  
Audience: Undergraduate

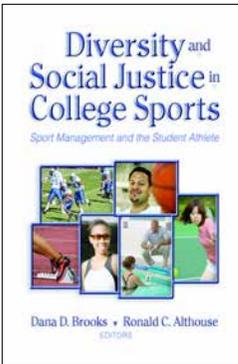
Readers of this revised fourth edition of *Developing Successful Sport Sponsorship Plans* will learn how to overcome the challenges of securing quality sponsorship agreements. The intent of the book is simple: to provide a workbook that assists readers in creating a sponsorship proposal through well-defined, industry-proven protocol and following that up by securing and managing sponsorship agreements.

© 2013 | 140 pp. | Soft Cover | \$39.00



eBook ISBN: 978-1-935412-91-5

eBook: \$22.00

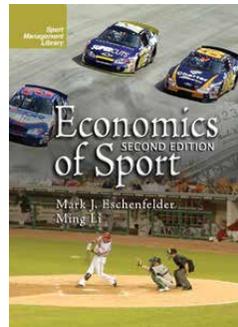


## Diversity and Social Justice in College Sports: Sport Management and the Student Athlete

Editors: Dana D. Brooks and Ronald C. Althouse  
ISBN: 978-1-885693-77-8  
Audience: Undergraduate

Each of the chapters in this volume makes a singular contribution to comprehending the complexities of diversity and social justice in college sports. Chapters are grouped into sections that address areas such as historical analysis, social justice and cultural concerns.

© 2007 | 448 pp. | Hard Cover | \$69.00



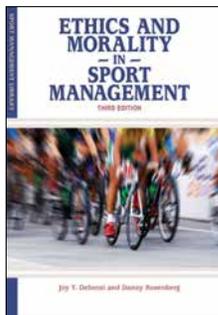
## Economics of Sport, 2nd Edition

Authors: Mark J. Eschenfelder and Ming Li  
ISBN: 978-1-885693-72-3  
Audience: Undergraduate

Written for students with some exposure to economics concepts and analysis, *Economics of Sport* defines the sport industry and reviews economic concepts before examining in detail such central issues as benefits and costs, the theory of the firm, profit maximization as a major motivator, and alternative motivators in nonprofit organizations.

© 2007 | 278 pp. | Soft Cover | \$65.00





### Ethics and Morality in Sport Management, 3rd Edition

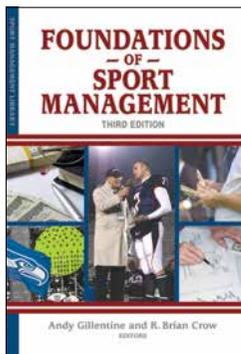
Authors: Joy T. DeSensi and Danny Rosenberg  
 ISBN: 978-1-935412-13-7  
 Audience: Undergraduate

The third edition of *Ethics and Morality in Sport Management* continues to examine the ethical concepts, principles, and issues in the administration and organization of sport that made the first two editions of this textbook so widely adopted. The book approaches the topics from four directions: ethical theory, personal and professional ethics, ethics applied, and future moral and ethical issues. Joy T. DeSensi and Danny Rosenberg enhanced the text by adding two new chapters that help frame the content in a globalized context.

© 2010 | 344 pp. | Soft Cover | \$65.00 S M

eBook ISBN: 978-1-935412-48-9

eBook: \$37.00



### Foundations of Sport Management, 3rd Edition

Editors: Andy Gillentine and R. Brian Crow  
 ISBN: 978-1-935412-57-1  
 Audience: Undergraduate

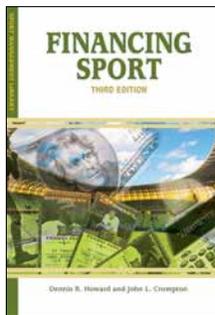
Designed with future leaders of the sport industry in mind, this

edition features content from a comprehensive collection of 25 leading sport management scholars covering the fundamental theories and principles of the discipline in a practical and user-friendly format. Fifteen chapters thoroughly examine strategies for sport leadership, finance, marketing, sponsorship and sales, law, governance, ethics, and globalization. This edition also offers standalone chapters on sport facility and event management—vital topics in today’s introductory sport management courses.

© 2015 | 360 pp. | Soft Cover | \$75.00 S M

eBook ISBN: 978-1-940067-01-8

eBook: \$42.00



### Financing Sport, 3rd Edition

Authors: Dennis R. Howard and John L. Crompton  
 ISBN: 978-1-935412-42-7  
 Audience: Graduate, Undergraduate

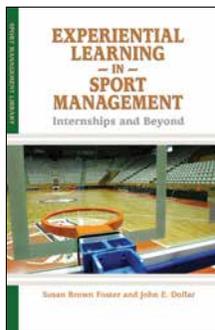
Authors Dennis R. Howard and John L. Crompton have completely reorganized and revised this popular textbook. Expert practitioners also provide content in key areas such as ticket sales, licensing, and media sales.

This edition provides detailed coverage of the current financial issues and challenges facing managers in professional, collegiate, and non-profit sport agencies. The book is divided into four sections: (1) Sport Finance Trends and Challenges, (2) Economic Rationales for Public Investments in Sport Venues and Events, (3) Primary Sources of Capital Funding, and (4) Revenue from Enterprise Sources.

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eBook ISBN: 978-1-935412-93-9

eBook: \$51.00

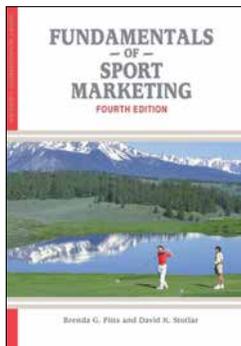


### Experiential Learning in Sport Management: Internships and Beyond

Authors: Susan Brown Foster and John E. Dollar  
 ISBN: 978-1-935412-15-1  
 Audience: Graduate, Undergraduate, Reference

This book offers a wealth of information for those desiring to enter the business world of sport. Designed for those interested in all types of hands-on learning opportunities, this text focuses on the real-life application of the working world in sport business. *Experiential Learning in Sport Management* offers a comprehensive exploration of the varying industries of Olympic and amateur sport and entrepreneurial careers.

© 2010 | 288 pp. | Soft Cover | \$55.00



## Fundamentals of Sport Marketing, 4th Edition

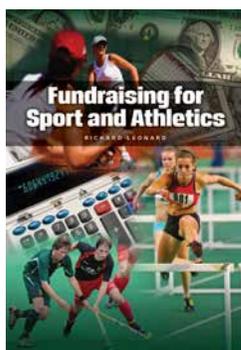
Authors: Brenda G. Pitts and David K. Stotlar  
ISBN: 978-1-935412-40-3  
Audience: Undergraduate

As the most comprehensive text of its kind, *Fundamentals of Sport Marketing, 4th Edition* is an important resource for aspiring sport marketers. Students will gain a firm foundational understanding of sport marketing principles and strategies. The text offers a broad range of topics, including in-depth analyses of marketing mix components, use of licensing and logos in the sport industry, and a new chapter on social media and its increasing impact on sport marketing.

© 2013 | 478 pp. | Soft Cover | \$79.00

eBook ISBN: 978-1-935412-63-2

eBook: \$45.00



## Fundraising for Sport and Athletics

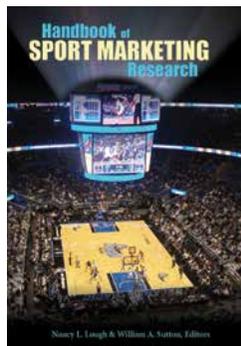
Author: Richard Leonard  
ISBN: 978-1-935412-33-5  
Audience: Graduate, Undergraduate, Reference

Fundraising is a crucial necessity for sport and athletics at all levels. This book explores the foundations of fundraising and integrates theoretical concepts with practical applications and extensive online resources. The book provides insights for evaluating fundraising environments, assessing an organization's capabilities, and constructing successful public events.

© 2012 | 270 pp. | Soft Cover | \$57.00

eBook ISBN: 978-1-935412-44-1

eBook: \$32.00

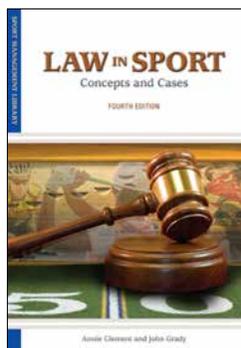


## Handbook of Sport Marketing Research

Editors: Nancy L. Lough and William A. Sutton  
ISBN: 978-1-935412-39-7  
Audience: Graduate, Undergraduate, Reference

This collection brings to light foundational theories that have guided some of the most pragmatic studies to date that were published in the first two decades of *SMQ*. The *Handbook of Sport Marketing Research* revisits trends, presents instruments designed to assess key constructs, and provides critical analysis of industry practices on issues such as gender, race, and ethical practices.

© 2012 | 460 pp. | Soft Cover | \$45.00



## Law in Sport: Concepts and Cases, 4th Edition

Authors: Annie Clement and John Grady  
ISBN: 978-1-935412-41-0  
Audience: Graduate, Undergraduate

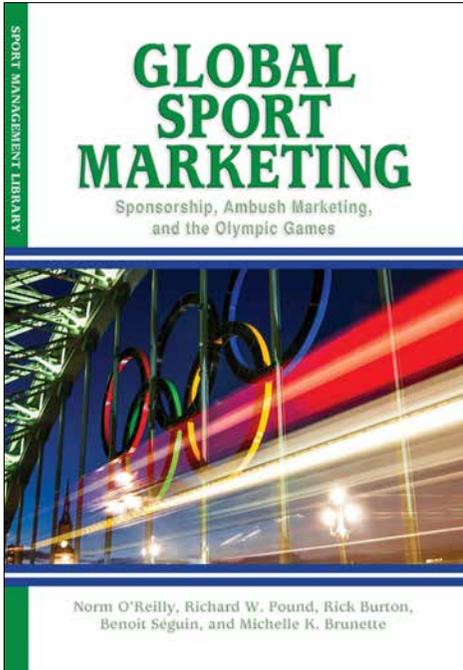
The 4th edition of *Law in Sport: Concepts and Cases* uses case examples to illustrate laws that apply to sport-related conflict. Readers will learn the basics of tort, constitutional, and business law, as well as understand risk and disaster management. The book also presents detailed analyses of Title IX and NCAA contemporary litigation, and a thorough exploration of gender equity.

© 2012 | 294 pp. | Soft Cover | \$65.00

eBook ISBN: 978-1-935412-47-2

eBook: \$37.00





## Global Sport Marketing: Sponsorship, Ambush Marketing, and the Olympic Games

Authors: Norm O'Reilly, Richard W. Pound, Rick Burton,  
Benoit Séguin, and Michele K. Brunette

ISBN: 973-1935412-434

Audience: Undergraduate, Graduate

As sport marketing matures, as social technologies advance, and as the Olympic Games cement their position as the largest and most important mega-event in the world, marketers everywhere are increasing their sophistication in using the Olympic platform to achieve their objectives. Indeed, whether official sponsor or ambusher, marketers everywhere are expanding their interest in those few special platforms—like the Olympic Games—that enable them to reach the masses in very customized ways. Whether you are a student of marketing or a practitioner in the field, this book provides the intricate knowledge of sponsorship and ambush marketing needed to navigate the globalized sport marketing industry.

**NEW!**

### Table of Contents

Chapter 1: Introduction and Introductory Case Study

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Chapter 2: Principles of Global Sport Marketing

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Chapter 4: Introducing the Global Sport System

Chapter 5: The Market-Based Side of Global Sport

Chapter 6: Leadership and the Olympic Games

Chapter 7: Managing National Olympic Committees

Chapter 8: International Sport and the Law

Chapter 9: Sport Marketing and the Law

#### Part II: Sponsorship

Chapter 10: Sponsorship as an Element of Marketing Strategy

Chapter 11: Olympic Sport Sponsorship Sales: An NOC Perspective

Chapter 12: Olympic Sponsorship: 1896 to 1984

Chapter 13: Olympic Sponsorship: 1984 to 2014

#### Part III: Ambush Marketing

Chapter 14: Introducing Ambush Marketing

Chapter 15: Ambush Marketing: A Research Perspective

Chapter 16: Responding to Ambush Marketing

Chapter 17: Ambush in Practice: A Significant Marketing Quandary for the Olympic Games

Chapter 18: Ambush Marketing Case Studies

Chapter 19: Concluding Thoughts and Future Trends

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eBook ISBN: 978-1-940067-08-7

eBook price: \$41.00



## Media Relations in Sport, 4th Edition

Authors: Brad Schultz, Philip H. Caskey, and Craig Esherick

ISBN: 978-1-935412-94-6

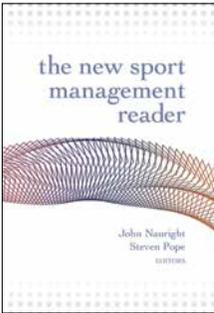
Audience: Graduate, Undergraduate

*Media Relations in Sport, 4th Edition* provides readers information on the current trends and emerging areas in communication from technology to social media to the global outreach of sport. Students will learn essentials for a career in sport media—how to interview, how to effectively create and distribute content, and how to deal with communications problems that will invariably arise.

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eBook ISBN: 978-1-935412-95-3

eBook: \$39.00



## The New Sport Management Reader

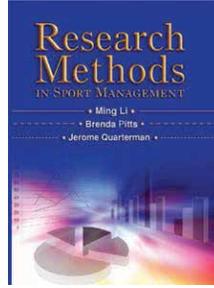
Editors: John Nauright and Steven Pope

ISBN: 978-1-935412-01-4

Audience: Graduate, Undergraduate, Reference

*The New Sport Management Reader* provides students and scholars with a selection of the emergent conceptual thinking in the field by a diverse group of researchers. It is the first anthology to situate sport management within the broader frameworks of sport sociology and cultural studies. The text is designed to spark debate, discussion, and reflection, and to better inform research questions.

© 2009 | 624 pp. | Soft Cover | \$58.00



## Research Methods in Sport Management

Authors: Ming Li, Brenda G. Pitts, and Jerome

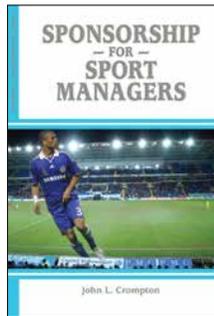
Quarterman

ISBN: 978-1-885693-85-3

Audience: Graduate, Undergraduate

This first-of-its kind textbook provides guidelines to learning and building knowledge and skills in conducting sound research. The practical and useful examples from the real world of sport business and the numerous accompanying charts and tables enable students to more easily acquire a better understanding of research methods than provided by a general research text.

© 2008 | 384 pp. | Hard Cover | \$73.00



## Sponsorship for Sport Managers

Author: John L. Crompton

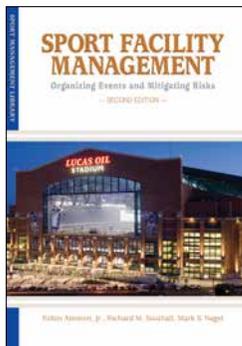
ISBN: 978-1-935412-54-0

Audience: Graduate, Undergraduate

Securing financial resources through sponsorship is a prominent element in the job description of many sport managers. *Sponsorship for Sport Managers* provides readers with an understanding of how companies use sponsorship in their marketing programs and how sport managers can leverage that knowledge into greater sponsorship opportunities. Widely acclaimed author John Crompton masterfully integrates the conceptual with the applied as *Sponsorship for Sport Managers* helps readers

- understand how companies use sponsorship in their marketing programs,
- be responsive to sponsors' needs,
- charge an equitable fee for providing sponsors with leveraging opportunities,
- be active partners with the sponsors to help them meet their objectives, and
- measure the extent to which the objectives were accomplished.

© 2014 | 296 pp. | Soft Cover | \$72.00



## Sport Facility Management: Organizing Events and Mitigating Risks, 2nd Edition

Authors: Robin Ammon, Jr., Richard M. Southall, and Mark S. Nagel

ISBN: 978-1-935412-07-6

Audience: Graduate, Undergraduate

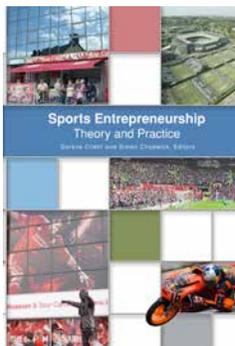
Written by a team of recognized scholars in the sport management field, this book provides readers with both the theoretical foundations and practical applications for understanding the sporting event industry. The text provides a wealth of information surrounding sport and entertainment events, their risks, and the facilities in which events take place.

© 2010 | 269 pp. | Soft Cover | \$62.00

eBook ISBN: 978-1-935412-12-0

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## Sports Entrepreneurship: Theory and Practice

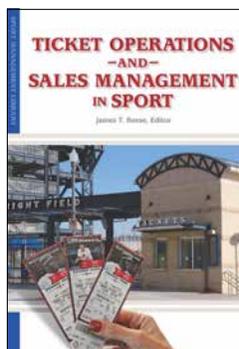
Editors: Dorene Ciletti and Simon Chadwick

ISBN: 978-1-935412-25-0

Audience: Graduate, Undergraduate

*Sports Entrepreneurship: Theory and Practice* features chapters by notable scholars whose contributions cover both conceptual and case examples highlighting sports entrepreneurship from a global perspective. Edited by Dorene Ciletti and Simon Chadwick, the 13 chapters examine the entrepreneurial nature of sport from numerous perspectives, including marketing, broadcasting, sponsorship, and social entrepreneurship and feature examples of organizations and sport-related products from the US, Australia, Europe, and India.

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## Ticket Operations and Sales Management in Sport

Editor: James T. Reese

ISBN: 978-1-935412-20-5

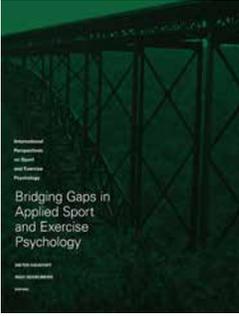
Audience: Graduate, Undergraduate

In the most current and comprehensive textbook on ticket operations and sales management, James T. Reese and a collection of academicians and practitioners provide insight, practical tips, and first-hand accounts of what it takes to excel in this growing and ever-changing industry. Chapters cover topics such as customer service, sales, pricing, distribution, the secondary ticket market, and ticketing technology.

© 2013 | 198 pp. | Soft Cover | \$52.00

eBook ISBN: 978-1-935412-51-9

eBook: \$29.00

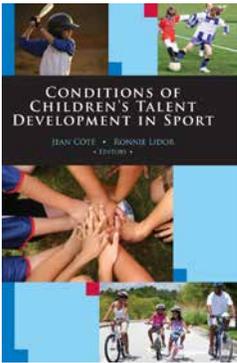


## Bridging Gaps in Applied Sport and Exercise Psychology

Editors: Dieter Hackfort  
and Ingo Seidelmeier  
eBook ISBN: 978-1-935412-30-4  
Audience: Graduate,  
Reference

This eBook presents an updated discussion on many of the fundamental issues in international sport and exercise psychology. *Bridging Gaps* consists of the work of widely acclaimed researchers motivated to bridge cultural and conceptual gaps and strengthen the links between theory and practice in sport and exercise psychology on a global level.

© 2013 | 130 pp. | \$22.00



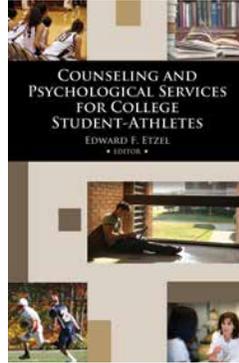
## Conditions of Children's Talent Development in Sport

Editors: Jean Cote and  
Ronnie Lidor  
ISBN: 978-1-935412-46-5  
Audience: Graduate,  
Undergraduate, Reference

*Conditions of Children's Talent Development in Sport* is a comprehensive study of sport's impact on childhood skill acquisition. The text takes multiple factors into account, including activities in which children participate during their development, and personal and social variables that affect their growth.

Topics include implicit motor learning, self-efficacy, perfectionism's effect on emerging talent, and the influence of coaches, peers, and family.

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## Counseling and Psychological Services for College Student-Athletes

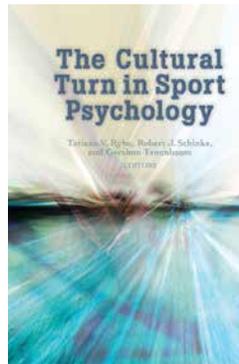
Editor: Edward F. Etzel  
ISBN: 978-1-885693-91-4  
Audience: Graduate,  
Undergraduate,  
Reference

This book provides practical and effective ways to assist this on-campus population to meet the issues and personal challenges they face today. This comprehensive view of the demanding intercollegiate athletics environment is particularly useful for university-based and private practice counselors and psychologists, student service professionals, CHAMPS/Life Skills coordinators, intercollegiate advisors, and graduate students.

© 2009 | 512 pp. | Soft Cover | \$52.00

eBook ISBN: 978-1-935412-06-9

eBook: \$35.00

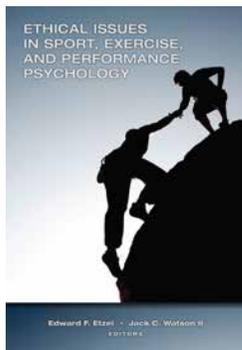


## The Cultural Turn in Sport Psychology

Editors: Tatiana V. Ryba,  
Robert J. Schinke,  
and Gershon Tenenbaum  
ISBN: 978-1-935412-03-8  
Audience: Graduate,  
Undergraduate,  
Reference

*The Cultural Turn in Sport Psychology* embraces a variety of theories and research methodologies in an attempt to encourage a new way of presenting the knowledge base and practice in the field. The book presents new perspectives and questions, as well as a particular focus upon the ethics of "doing good" and "consuming" sport psychology.

© 2010 | 432 pp. | Soft Cover | \$49.00

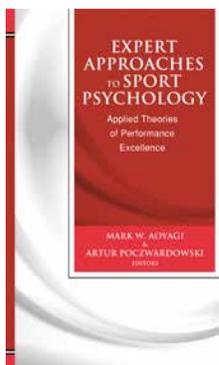


## Ethical Issues in Sport, Exercise, and Performance Psychology

Editors: Edward F. Etzel and Jack C. Watson II  
Audience: Graduate, Undergraduate, Reference  
ISBN: 978-1-935412-19-9

In *Ethical Issues in Sport, Exercise, and Performance Psychology*, a multitude of ethical, legal, and related professional challenges faced by sport, exercise, and performance psychologists are detailed. In addition to being a crucial tool for use by students, a wide range of professionals in higher education, university counselling centers, sports medicine clinics, and private practices will also find this book to be an informative personal resource.

© 2014 | 240 pp. | Soft Cover | \$47.00



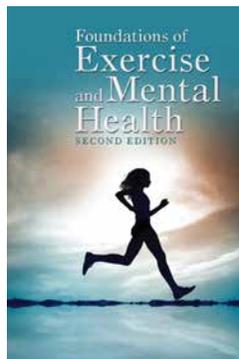
## Expert Approaches to Sport Psychology: Applied Theories of Performance Excellence

Editors: Mark Aoyagi and Artur Poczwardowski  
ISBN: 978-1-935412-36-6  
Audience: Graduate, Reference

Fifteen of the most distinguished practitioners in the field of sport psychology provide an in-depth look into their theory of performance excellence, theory of performance breakdowns, and consulting process.

*Expert Approaches to Sport Psychology* serves as a “master class” by those who have helped advance the field, preserving the legacies of some of the most influential minds in sport psychology. The wisdom passed on within this book is useful to both those practicing and studying sport psychology.

© 2012 | 298 pp. | Soft Cover | \$47.00

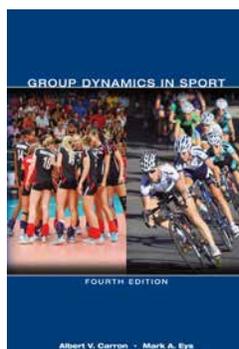


## Foundations of Exercise and Mental Health, 2nd Edition

Author: Larry M. Leith  
ISBN: 978-1-935412-00-7  
Audience: Undergraduate

*Foundations of Exercise and Mental Health, 2nd Edition* presents a thorough examination of the potential that exercise has for a positive impact on mental health. Incorporating up-to-date research, this edition systematically reviews the nature of the psychological benefits that result from regular participation in physical activity.

© 2010 | 320 pp. | Soft Cover | \$45.00



## Group Dynamics in Sport, 4th Edition

Authors: Albert V. Carron and Mark A. Eys  
ISBN: 978-1-935412-35-9  
Audience: Graduate, Undergraduate

This updated edition includes the most current theory and practice of group dynamics in sport teams. Changes in the new edition include extensive revisions of each content area, as well as two new chapters on the study of groups and attributions in sport. The book features seven sections that break down the study of group dynamics in an engaging and reader-friendly way.

© 2011 | 427 pp. | Soft Cover | \$58.00

# Foundations of Exercise Psychology

THIRD EDITION



Bonnie G. Berger  
Robert S. Weinberg  
Robert C. Eklund

## Foundations of Exercise Psychology, 3rd Edition

Authors: Bonnie G. Berger, Robert S. Weinberg, and Robert C. Eklund

ISBN: 978-1-935412-58-8

Audience: Undergraduate

The new edition of Foundations of Exercise Psychology promises to be the most comprehensive textbook of its kind. Robert C. Eklund has joined the writing team of Bonnie G. Berger and Robert S. Weinberg for this edition. The authors expand upon the key concepts and models of the field, focusing on the interrelationships of exercise and psychology. The new edition includes an important new chapter on exercise and cognitive function.

### Table of Contents:

#### Section A: Introduction and Key Concepts

Chapter 1: The Exciting Field of Exercise Psychology

Chapter 2: Exercise Psychology: A Historical Perspective

#### Section B: Exercise and the Quality of Life

Chapter 3: Exercise and the Quality of Life

Chapter 4: Exercise and Self-Perception Constructs

Chapter 5: Mood and Exercise: Basic Considerations

Chapter 6: Exercise, Mood Alteration, and Self-Awareness: Multiple Relationships



Chapter 7: Stress: A Double-Edged Sword of Distress and Eustress

Chapter 8: Exercise as a Stress Management Technique: Psychological and Physiological Effects

Chapter 9: Exercise and Cognitive Function

Chapter 10: Personality and Exercise

Chapter 11: Psychology of Injury

#### Section C: Motivation to Exercise

Chapter 12: Models of Exercise Behavior

Chapter 13: Motivational Determinants of Exercise Behavior

Chapter 14: Motivational Strategies to Enhance Exercise Adherence

Chapter 15: In Search of Personal Meaning in Physical Activity

Chapter 16: Optimal Experience in Exercise

Chapter 17: Exercise Concerns: Eating Disorders, Substance Abuse, and Exercise Dependence

#### Section D: Exercise and Specific Populations

Chapter 18: Gender Issues in Exercise

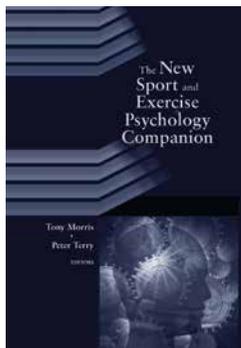
Chapter 19: Youth Physical Activity

Chapter 20: Exercise Psychology Considerations for Older Individuals

#### Section E: Exercise Guidelines to Maximize the Benefits

Chapter 21: Exercise Enjoyment and Mode Considerations: A Taxonomy for Optimizing Subjective Well-Being

Chapter 22: Practice Guidelines to Enhance the Psychological Benefits: Selecting Exercise Frequency, Intensity, and Duration

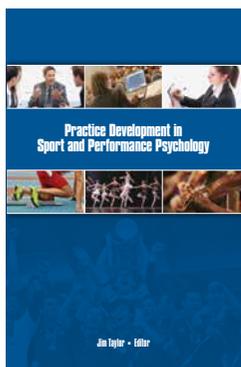


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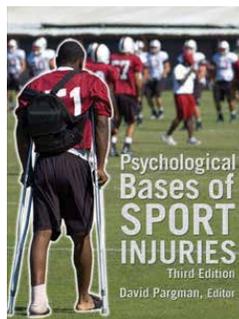


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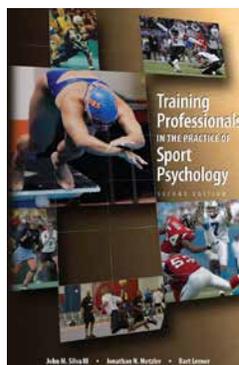


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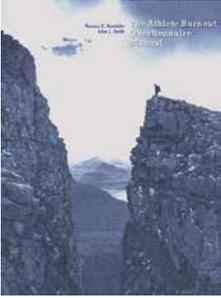
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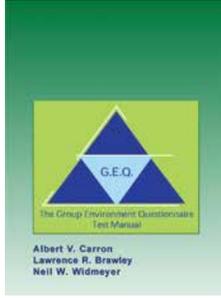
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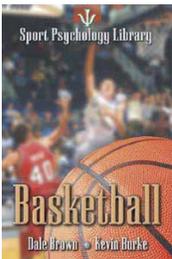
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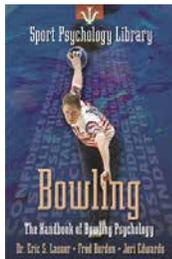
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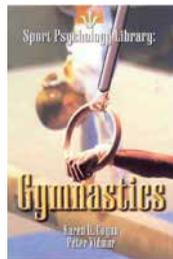
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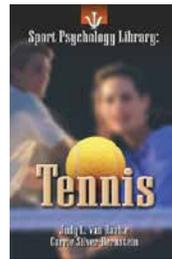
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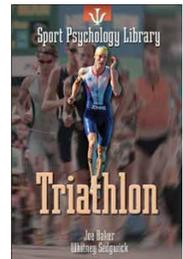
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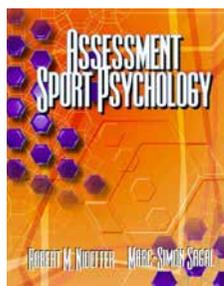
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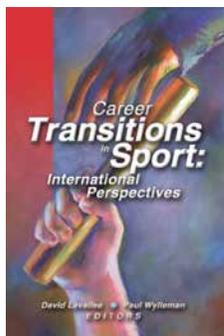
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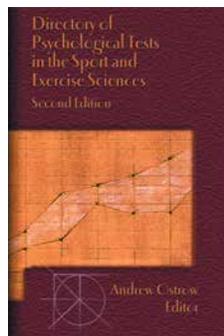


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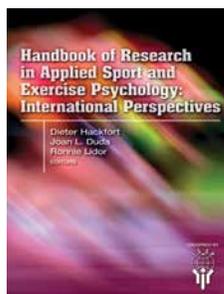
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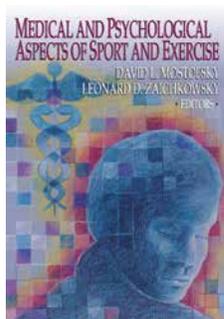
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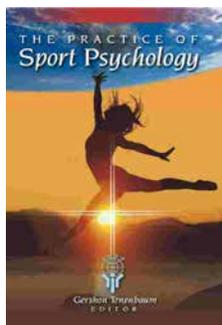
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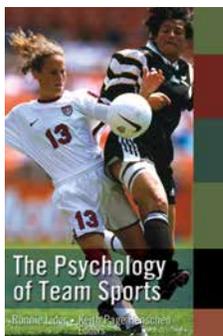
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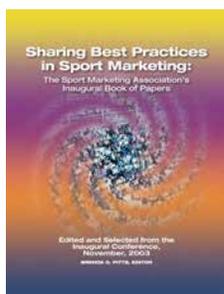


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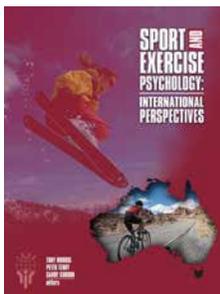


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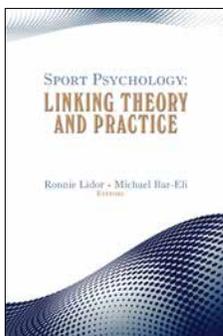


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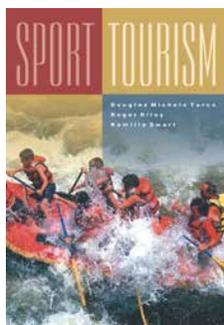


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