

Sport Entrepreneurship

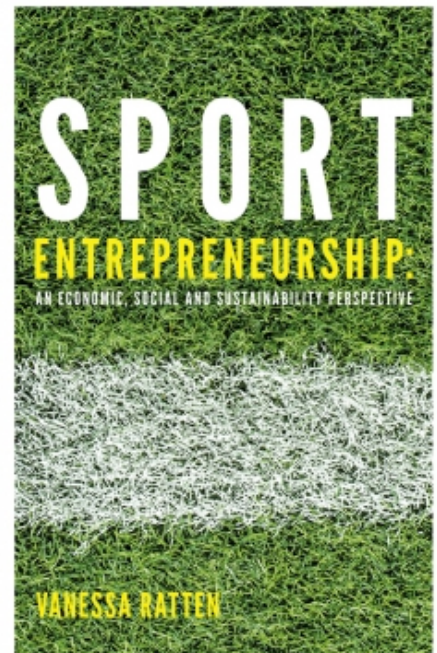
An economic, social and sustainability perspective

Vanessa Ratten

About the Book

This book is the first of its kind to focus on the role of economics, social issues and sustainability in terms of sport entrepreneurship, thereby paving the way for both a monetary and social perspective of the subject. Ratten focuses on sport entrepreneurship from multiple levels of analysis including the athlete, manager, fan and company viewpoint, enabling a holistic understanding of how sport entrepreneurship emerges in society and the role it plays in the knowledge economy.

Sport Entrepreneurship: An Economic, Social and Sustainability Perspective is fundamentally about innovation, competitiveness and futuristic thinking. This exciting work focuses on how digital technology is driving transformations in the sport industry, enabling readers to understand the shift in sport towards integrating more entrepreneurial activity. Also examined is the role of the knowledge economy in facilitating the shift from a product orientated to more service and technology oriented sport ecosystem. This edited collection enables a change in the way sport entrepreneurship is currently conceived and looks at how it can migrate towards economic, social and sustainability.



Format: Hardback

Pagination: 192

Price: £65.00 \$95.00 €75.00

Publication Date: 25th Aug 2020

ISBN: 9781839828379