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The NBA's Global Empire Joshua K. Wright, 2025-02-21 During the 1992 Summer Olympics in Barcelona the Dream Team a collective of the National Basketball Association's top talent led by Michael Jordan Magic Johnson Larry Bird and Charles Barkley shook up the world as they amazed spectators and opponents on their way to winning gold Their success introduced the world to the NBA's charismatic superstars and their artistic brand of basketball Over the next two decades youth outside of America dreamed of becoming the next Michael Jordan Kobe Bryant and LeBron James The NBA took advantage of its popularity in China by forming lucrative television and streaming deals and opening training academies By the 2022-23 NBA season there were 109 international players from 39 countries a Canadian franchise and a league in Africa Today's best players are Africans Canadians and Europeans like Nikola Jokic and Victor Wembanyama This book presents the history of the NBA's ascension to a billion dollar global empire analyzing the globalization of American sports since the end of the Cold War and the dawn of the millennium How essential is globalization for the NBA to thrive in the 21st century Do the benefits outweigh the geopolitical controversies associated with being a global brand Is globalization responsible for a decline in American born NBA players and declining domestic popularity These questions and others are answered in this first treatment of the NBA's global reach

The Comprehensive Guide to Careers in Sports Glenn Wong, 2009 As more students enter the growing field of sports management there is a greater need for information informing them about their career choices Careers in Sports provides an overview of what students should consider and expect from the varied career options available to them This book answers the questions students are most likely to have including what courses they should take what areas are available to them what salary can they expect to earn after graduation and how they can get the job of their dreams In the highly competitive field of sports management it is important for individuals to prepare themselves well and to make the right decisions along the way Although there are no guarantees of success this book will increase students likelihood of finding success in the sports industry Encouraging research and realistic expectations this book has been developed by an author with many years of experience as a respected practitioner teacher and internship coordinator

Focus On: 100 Most Popular United States Men's National Basketball Team Players Wikipedia contributors,

Sports Publicity Joe Favorito, 2024-12-27 In the fourth edition of his groundbreaking guide to communications in sports Joe Favorito draws on knowledge gained from interviews with thought leaders from across the sports industry to introduce the skills knowledge and techniques needed to become a successful communicator The book outlines the history of sports communications explores the most important professional themes topics and issues and highlights exciting opportunities for future development With a strong emphasis on professional practice and the day to day realities of working in sports and entertainment the book covers all the core functional areas such as digital and social media strategy crisis management creative writing the value of audio storytelling and the role of communications in business This new edition includes more

international and diverse case studies interviews and best practices reflecting on how the sport communications business has become more integrated since 2020 and considering lessons learned through and after the COVID 19 pandemic It also includes expanded coverage of cause marketing athletes as brands social media multicultural media relations gaming and brand integration No other book offers such a valuable insider s view of the sports communications industry or the importance of PR and media relations in building successful sports organizations Sports Publicity A Practical Approach is essential reading for all students working in sport business marketing or communications and any PR practitioner looking to improve their professional skills The author maintains a podcast of updated best practices The CUSP Show which is widely available as well as a blog of best practices at joefavorito.com Both of these resources are perfect companions to this book

USA Today Index ,1995 The Business of Sports Dennis R. Howard,Brad R. Humphreys,2008-06-30 The sports industry is large visible and growing and it has a huge impact on society That s obvious to die hard fans who not only watch sporting events but buy everything from balls to ties to paperweights with their favorite team s logo But even sports haters can t escape the onslaught of professional sports They are asked to chip in as taxpayers to build public stadiums and their children are like it or not exposed to events sponsored by alcohol and tobacco companies not to mention the juvenile antics of star athletes Businesses of course take a hit in productivity when the Olympics or World Series or Super Bowl or World Cup rolls around Yet most of us love to watch and play The Business of Sports takes on this endlessly fascinating behemoth of an industry to make sense of it all Yes sports is big business How big Estimates of total annual U S spending on sporting goods and services range from 250 to 560 billion a year and spending related to organized sport alone has been estimated at 200 billion per year And it s getting bigger casting an ever larger shadow over the entire globe The Business of Sports throws light on the subject by exploring the business and economic dynamics of the industry from a diverse array of perspectives that cover the industry s macroeconomic management and marketing promotion issues Volume 1 Perspectives on the Sports Industry documents the current size scope and magnitude of the sports industry in the U S and abroad including the U K and China It also examines the importance of the world s most visible sporting events like the Olympics and the impact of sporting events broadcast around the world Volume 2 Economic Perspectives on Sport takes an in depth look at the sports industry from an economic perspective The volume delves into the inner workings of leagues and teams covering economic issues from the design of sports leagues to franchise financial valuations to salary caps to labor relations Volume 3 Bridging Research and Practice fills the gap between scholarly research on sport and practitioners working in the industry Topics include evaluating talent maintaining managerial efficiency analyzing statistical performance indices and assessing the noneconomic benefits of professional sports Business and sports are a potent mix of two of the strongest forces moving our society today And as the stratospheric salaries of professional athletes indicate the industry is going through major growth and change To make sense of it all it helps to understand the underlying economic principles driving the business decisions

made daily by owners and managers in all corners of the world The unique multivolume format of The Business of Sports allows sports nuts journalists business people and students to explore the wide variety of issues that fuel the world's crazy passion for all things athletic **Routledge Handbook of Sports Marketing** Simon Chadwick, Nicolas Chanavat, Michel Desbordes, 2015-12-22 Sports marketing has become a cornerstone of successful sports management and business driving growth in sport organisations and widening fan bases Showcasing the latest thinking and research in sports marketing from around the world the Routledge Handbook of Sports Marketing goes further than any other book in exploring the full range of this exciting discipline Featuring contributions from world leading scholars and practitioners from across the globe the book examines theories concepts issues and best practice across six thematic sections brands sponsorship ambush marketing fans and spectators media and ethics and development and examines key topics such as consumer behaviour marketing communications strategic marketing international marketing experiential marketing and marketing and digital media Comprehensive and authoritative the Routledge Handbook of Sports Marketing is an essential reference for any student or researcher working in sport marketing sport management sport business sports administration or sport development and for all practitioners looking to develop their professional knowledge **Compendium of Professional Basketball** Robert Bradley, 1999 *Sports Sponsor Factbook*, 1999 **The Uses and Abuses of Weaponized Interdependence** Daniel W. Drezner, Henry Farrell, Abraham L. Newman, 2021-03-02 How globalized information networks can be used for strategic advantage Until recently globalization was viewed on balance as an inherently good thing that would benefit people and societies nearly everywhere Now there is growing concern that some countries will use their position in globalized networks to gain undue influence over other societies through their dominance of information and financial networks a concept known as weaponized interdependence In exploring the conditions under which China Russia and the United States might be expected to weaponize control of information and manipulate the global economy the contributors to this volume challenge scholars and practitioners to think differently about foreign economic policy national security and statecraft for the twenty-first century The book addresses such questions as What areas of the global economy are most vulnerable to unilateral control of information and financial networks How sustainable is the use of weaponized interdependence What are the possible responses from targeted actors And how sustainable is the open global economy if weaponized interdependence becomes a default tool for managing international relations

The Management of Sport Bonnie L. Parkhouse, 2005 A text for junior and senior undergraduates and postgraduates students in sport management addressing theoretical foundations and applications of the profession Covers innovative topics including experiential learning organizational theory and group decision making as well as traditional aspects such as contract law facility management sponsorship and budgeting Learning aids include key terms summaries review questions case studies and exercises Annotation copyright by Book News Inc Portland OR **Brandweek**, 2007 *Historical Dictionary of Basketball* John Grasso, 2010-11-15 In less

than 120 years an activity invented by one man to alleviate winter boredom for a college gym class has evolved into a worldwide multi billion dollar enterprise It is impossible for Dr James Naismith basketball s inventor to have envisioned the extent to which his simple game would reach Without major changes to his original 13 rules basketball is now played in more than 200 countries by people of all ages Thanks to basketball players like Michael Jordan Earvin Magic Johnson Larry Bird LeBron James Kobe Bryant and Shaquille O Neal have become some of the most famous people in the world The Historical Dictionary of Basketball is a comprehensive account of all forms of basketball amateur professional men s women s Olympic domestic and international from its invention in 1891 through the present day This is done through a chronology an introductory essay an extensive bibliography and over 600 cross referenced dictionary entries on the people places teams and terminology of the game

Sports Marketing Sam Fullerton,2021-10-15 Formerly published by Chicago Business Press now published by Sage Sports Marketing Fourth Edition guides students in gaining a better understanding of how to develop and implement marketing strategies and tactics within the sports marketing industry Author Sam Fullerton provides thorough coverage of this discipline s two broad perspectives the marketing of sports products and creating a sports platform as the foundation for the marketing of nonsports products

TV Guide ,2002 *National Basketball Association Basketball* Mark Vancil,1996-09 Termed America s New National Pastime by USA Weekend basketball has come a long way since 1891 when a Massachusetts teacher experimented with an overinflated ball and a peach basket This vibrantly illustrated and informative guide offers fans up to the minute reporting on the 1995 96 season superstar and team histories stats and more 160 color photos

Current Biography Yearbook ,2011 *Broadcasting & Cable* ,2005-05 **Current Biography Yearbook** H.W. Wilson Company,2006 **Chambers USA** ,2005

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