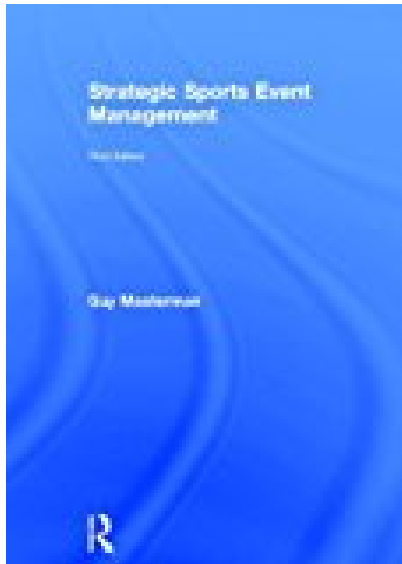


# Strategic Sports Event Management Third edition

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## BOOK DETAILS

- Author : Guy Masterman
- Pages : 436 Pages
- Publisher : Routledge
- Language : English
- ISBN : 0415532787

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## BOOK SYNOPSIS

Provides event managers with an insight into the strategic management of sports events of all scales and nature. It uses new international case studies throughout to offer real-world insight in both larger and smaller events.

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