



Strategic Sport Development

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The field of sports development is becoming ever more professional, with the levels of expertise in planning and efficiency required of those working in private or national sports institutions higher than they have ever been. In response to this, strategic sports development has emerged as a means of applying business strategies to the context of sports development. *Strategic Sports Development* is the first book to directly address this important new field.

The book comprehensively explains the strategic concepts and techniques that sports students and practitioners across the UK and internationally need to understand. It includes:

- national and local case studies that appraise existing strategic management practice in sports development
- separate full introductions to sports development and business strategy
- a range of tasks and resources that encourage the reader to develop knowledge, skills and competencies through the application of theory to practical examples
- the application of strategic management principles to the development of sport and development through sport
- everything the reader needs to engage meaningfully with the relevant National Occupational Standards for the sport development profession.

Strategic Sports Development is designed to help students develop the practical skills needed to contribute to development strategy in a vocational context, and give practitioners the confidence and know-how to improve the strategic development of their sports organization. This book is essential reading for all students and practitioners of strategic sports development, and a valuable resource for students of sports management or development in general.

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