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2015-2016 Catalog

**FiT**

# Journals

FiT Publishing works with sport management scholars in more than 20 different countries to publish the *International Journal of Sport Finance*, *Sport & Entertainment Review*, and *Sport Marketing Quarterly*. FiT's journals are available via print and electronic subscriptions for individuals and institutions. Additional information can be found at [www.fitpublishing.com](http://www.fitpublishing.com).

## 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.

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

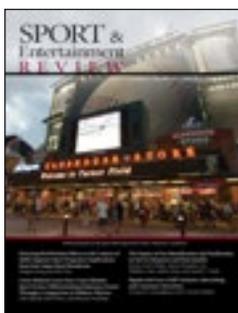
Publication months: February, May, August, and November.



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

## New to FiT! 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 on publishing cutting-edge, authoritative thinking on key issues facing executives in the world of sport and entertainment.

Publication months: February, June, and October.



*SER* is the preferred journal of the Sport Entertainment & Venues Tomorrow conference.

## Sport Marketing Quarterly (SMQ)

**Editors:** Daniel C. Funk and Jeffrey D. James



*SMQ* aims to provide a forum for authors who wish to create 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.

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



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

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## About FiT Publishing

FiT Publishing produces books, eBooks, academic journals, and digital products in sport management, sport and exercise psychology, physical education, coaching education, and sport and cultural studies.

## About the FiT Catalog

All prices are listed in US dollars. Additional charges for shipping and handling and taxes (if applicable) will be applied to orders. Prices are subject to change. For comprehensive information about FiT's products, visit [www.fitpublishing.com](http://www.fitpublishing.com).

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- Website: [fitwebservices@mail.wvu.edu](mailto:fitwebservices@mail.wvu.edu)



Look for FiT's affordable eBooks inside

# Upcoming Books

## Advanced Principles of Sport Management

Authors: Trevor Slack and Bill Gerrard

ISBN: 978-1-935412-53-3

Audience: Graduate, Undergraduate



*Advanced Principles of Sport Management* goes beyond an introductory text for a comprehensive examination of this fast-paced and ever-changing field of study. Authors Trevor Slack and Bill Gerrard provide a thorough theoretical and applied analysis of sport management. Topics covered include qualitative and quantitative research methods, organizational behavior and theory, economics and finance, and a section of applied chapters that bring the topics together with pertinent and timely examples.

## Developing Successful Social Media Plans in Sport Organizations

Authors: Jimmy Sanderson and Christopher Yandle

ISBN: 978-1-935412-97-7

Audience: Graduate, Undergraduate



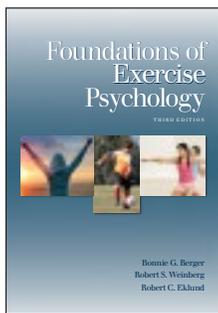
This book links practical examples with academic research to provide an overview of developing successful social media plans for sport organizations. It outlines strategies for sport organizations such as employing social media to engage fans, enhancing marketing and customer service, elevating the organizational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

## 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



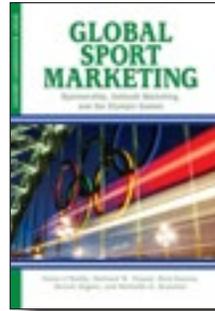
The new edition of *Foundations of Exercise Psychology* promises to be the most comprehensive textbook of its kind. Robert C. Eklund has joined the writing team of Bonnie G. Berger and Robert S. Weinberg for this edition. The authors expand upon the key concepts and models of the field, focusing on the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

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

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

ISBN: 978-1-935412-43-4

Audience: Graduate, Undergraduate



This book examines important issues inherent in the globalized sport marketing industry, including thorough evaluations of ambush marketing and sponsorship. Co-author Richard Pound's experiences as the former vice president of the IOC add incredible insight to the section on the Olympic Games. The expertise of the entire team of authors makes this the most comprehensive text on sport marketing from a global perspective.

## Summer Sports Camps 101: A Guidebook for Development and Operation

Author: Richard Leonard

ISBN: 978-1-940067-03-2

Audience: Trade, Undergraduate

This book is an authoritative and comprehensive resource for coaches and administrators who plan and operate summer sports camps. It also serves as an important educational guide in athletic coaching education curriculum.

## Case Studies in Sport Marketing, 2nd Edition

Editor: Brenda G. Pitts

ISBN: 978-1-940067-00-1

Audience: Graduate, Undergraduate



## Coaching for the Inner Edge, 2nd Edition

Author: Robin S. Vealey

ISBN: 978-1-935412-60-1

Audience: Graduate, Undergraduate

## New Sport and Exercise Psychology Companion, 2nd Edition

Editors: Tony Morris and Peter Terry

ISBN: 978-1-940067-02-5

Audience: Graduate, Reference

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

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

ISBN: 978-1-935412-96-0

Audience: Undergraduate



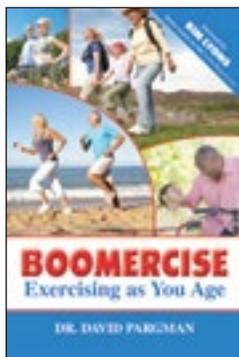
*This information is provided for your pre-planning needs. Additional details about these and other books can be found at [www.fitpublishing.com](http://www.fitpublishing.com).*

## Boomercise: Exercising as You Age

Author: David Pargman

ISBN: 978-1-935412-32-8

© 2012 • 252 pp. • Soft Cover • **\$16.95**



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. Achieving a

positive body image, improving nutrition, avoiding injury, and setting realistic exercise goals are just a few topics presented. Pargman also offers tips for the prevention and alleviation of age-related medical conditions.

**“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***

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

Authors: Jamie Summerlin, with Matthew L. Brann

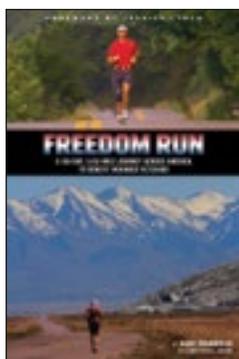
ISBN: 978-1-935412-50-2

© 2013 • 264 pp. • Soft Cover • **\$16.95**



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

Buy the digital version at major eBook retailers.



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.

*Freedom Run* not only tells the story of Summerlin’s amazing run, but it reveals the heartfelt stories of veterans he met along the way. Beginning in Coos Bay, Oregon, and ending in Rehoboth Beach, Delaware, Summerlin’s journey and the stories of the people he encountered serve as an inspiring and eye-opening tale of courage, determination, and honor in America.

“This is a story about the very best we as Americans can offer.” – Jessica Lynch, former Army PFC and POW

**“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.*

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

Author: Amy L. Baltzell

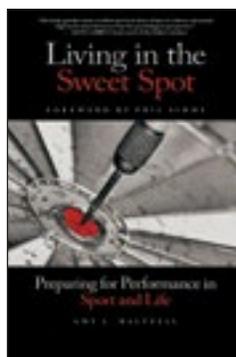
ISBN: 978-1-935412-09-0

© 2011 • 326 pp. • Soft Cover • **\$18.95**



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

Buy the digital version at major eBook retailers.



*Living in the Sweet Spot* is a fresh, inspiring guide of how to get ready for life’s big performances. The author integrates the best of positive psychology with the essentials of sport psychology. 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**

## You Haven’t Taught Until They Have Learned: John Wooden’s Teaching Principles and Practices

Authors: Swen Nater and Ronald Gallimore

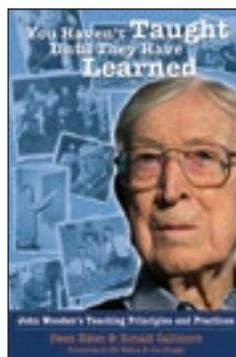
ISBN: 978-1-935412-08-3

© 2010 • 176 pp. • Soft Cover • **\$19.95**



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

Buy the digital version at major eBook retailers.



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 on the many lessons he learned from Wooden that he has applied to his life since becoming a teacher himself. Wooden’s principles conveyed by Nater and co-author Ronald Gallimore in this book can be studied and applied by teachers, coaches, parents, and anyone else

who is responsible for, works with, or supervises others.

**“You Haven’t Taught Until They Have Learned ... captures perfectly and completely why Coach Wooden’s teaching principles and practices have been so successful ... in so many walks of life.” – Bill Walton, Basketball Hall of Famer**

## Athletic Coaching and Physical Education

### Applied Motor Learning in Physical Education and Sports

Authors: Jin Wang and Shihui Chen

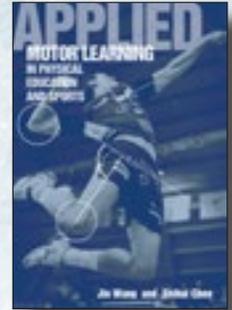
ISBN: 978-1-935412-52-6

Audience: Graduate, Undergraduate

© 2014 • 202 pp. • Soft Cover • **\$45.00**

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 authority on motor learning.



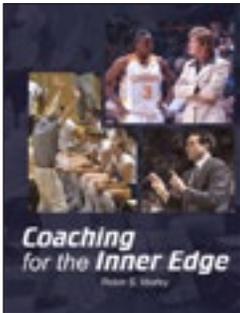
### Coaching for the Inner Edge

Author: Robin S. Vealey

ISBN: 978-1-885693-59-4

Audience: Undergraduate

© 2005 • 407 pp. • Hard Cover • **\$65.00**



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.

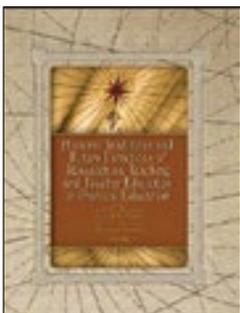
### Historic Traditions and Future Directions of Research on Teaching and Teacher Education in Physical Education

Editors: Lynn D. Housner, Michael W. Metzler, Paul G. Schempp, and Thomas J. Templin

ISBN: 978-1-885693-92-1

Audience: Graduate, Undergraduate, Reference

© 2009 • 416 pp. • Soft Cover • **\$59.00**



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.

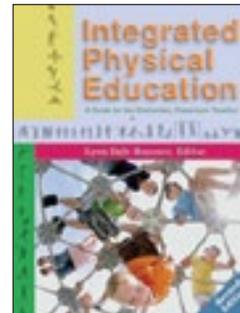
### Integrated Physical Education: A Guide for the Elementary Classroom Teacher, 2nd Edition

Editor: Lynn Dale Housner

ISBN: 978-1-885693-93-8

Audience: Undergraduate, Graduate, Reference

© 2009 • 328 pp. • Soft Cover • **\$49.00**



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).

### Principles of Sport Administration

Author: Richard Leonard

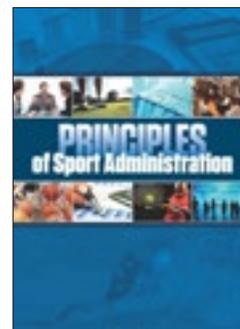
ISBN: 978-1-935412-49-6

Audience: Graduate, Undergraduate

© 2013 • 344 pp. • Soft Cover • **\$65.00**



eBook ISBN: 978-1-935412-68-7  
eBook: **\$37.00**



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.

## Sport and Cultural Studies

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

Editors: Robert J. Schinke and Ronnie Lidor

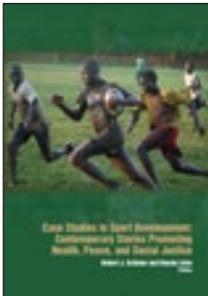
ISBN: 978-1-935412-62-5

Audience: Graduate, Undergraduate

© 2013 • 232 pp. • Soft Cover

**\$42.00**

*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) Remedying Marginalization, (2) Health and Well-Being, and (3) Sport for Peace and Social Justice.



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

Author: John Nauright

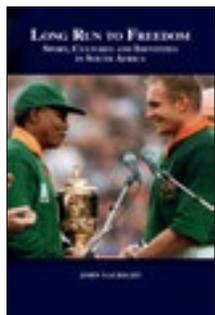
ISBN: 978-1-935412-04-5

Audience: Reference, Trade

© 2010 • 227 pp. • Soft Cover

**\$24.95**

*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.



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

Author: Braham Dabscheck

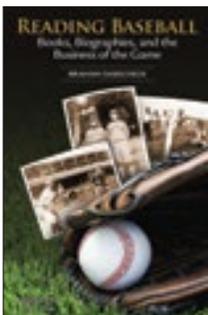
ISBN: 978-1-935412-24-3

Audience: Undergraduate, Trade

© 2011 • 238 pp. • Soft Cover

**\$16.95**

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.



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

Editor: Robert K. Barney

ISBN: 978-1-935412-05-2

Audience: Graduate,

Undergraduate, Reference

© 2010 • 504 pp. • Soft Cover • **\$36.95**

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.



### Sport for Development, Peace, and Social Justice

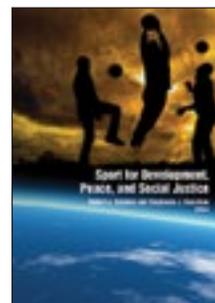
Editors: Robert J. Schinke and Stephanie J. Hanrahan

ISBN: 978-1-935412-34-2

Audience: Graduate, Undergraduate

© 2012 • 306 pp. • Soft Cover • **\$48.00**

*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.



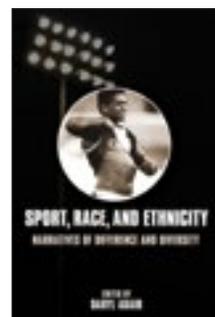
### Sport, Race, and Ethnicity: Narratives of Difference and Diversity

Editor: Daryl Adair

ISBN: 978-1-935412-17-5

Audience: Graduate, Undergraduate

© 2011 • 266 pp. • Soft Cover • **\$24.95**



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 embedded.

**Sport & Global**  
**CULTURES**  
SERIES

## Embodied Masculinities in Global Sport

Editors: Jorge Knijnik and Daryl Adair

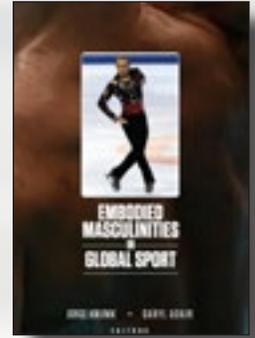
ISBN: 978-1-935412-16-8

Audience: Reference, Graduate

© 2015 • 234 pp. • Soft Cover • **\$24.95**

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.



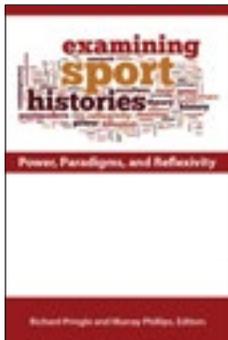
## Examining Sport Histories: Power, Paradigms, and Reflexivity

Editors: Richard Pringle and Murray Phillips

ISBN: 978-1-935412-37-3

Audience: Graduate, Reference

© 2013 • 331 pp. • Soft Cover • **\$45.00**



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.

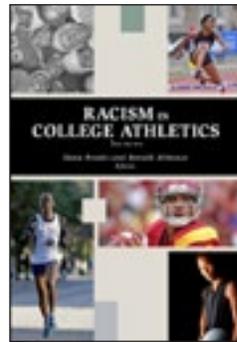
## Racism in College Athletics, 3rd Edition

Editors: Dana Brooks and Ronald Althouse

ISBN: 978-1-935412-45-8

Audience: Graduate, Undergraduate

© 2013 • 432 pp. • Soft Cover • **\$57.00**

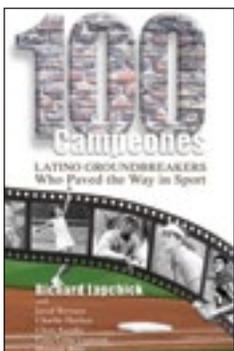


This substantially revised edition of *Racism in College Athletics* retains the rich history and context that made the first two editions so widely acclaimed. This third edition not only expands on the hurdles and triumphs of African American student-athletes, but it also examines the injustices toward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

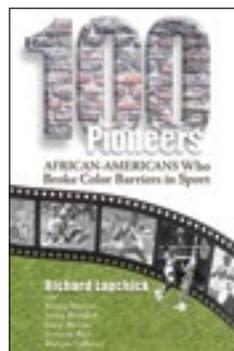
Richard Lapchick is often recognized as “the racial conscience of sport” and is widely regarded as an expert on sport issues. Through a combination of historical research and personal interviews, Lapchick and a team of authors present uplifting stories of individuals who have had a positive and great 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 • Soft Cover • **\$24.95** each

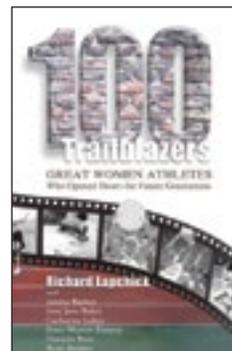
## LEADERS IN SPORT SERIES



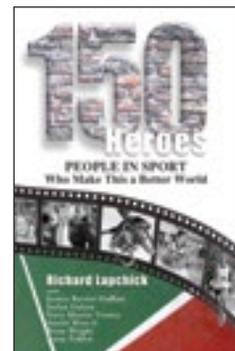
ISBN: 978-1-935412-18-2  
© 2010 • 555 pp.



ISBN: 978-1-885693-81-5  
© 2008 • 488 pp.



ISBN: 978-1-885693-86-0  
© 2009 • 520 pp.



ISBN: 978-1-935412-22-9  
© 2010 • 602 pp.

## Sport Management

 indicates Sport Management Library titles

### Financing Sport, 3rd Edition

Authors: Dennis R. Howard and John L. Crompton

ISBN: 978-1-935412-42-7

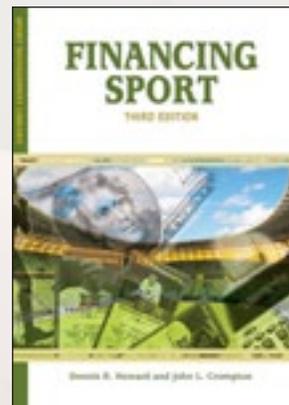
Audience: Graduate, Undergraduate 

© 2014 • 622 pp. • Soft Cover • **\$89.00**

 eBook ISBN: 978-1-935412-93-9  
eBook: **\$51.00**

The new edition of *Financing Sport* will further solidify its standing as the most authoritative text on sport finance. 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 broken 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.



### Developing Successful Sport Marketing Plans, 4th Edition

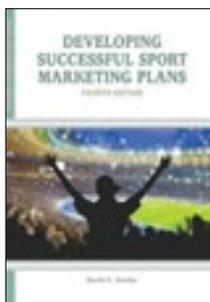
Author: David K. Stotlar

ISBN: 978-1-935412-55-7

Audience: Undergraduate 

© 2013 • 144 pp. • Soft Cover • **\$39.00**

 eBook ISBN: 978-1-935412-90-8  
eBook: **\$22.00**



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 the focus being on the sport consumer rather than the product, reflecting the current dynamic in the sport industry.

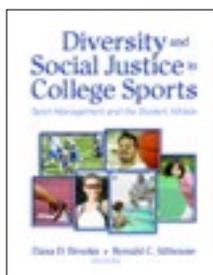
### Diversity and Social Justice in College Sports: Sport Management and the Student Athlete

Editors: Dana D. Brooks and Ronald C. Althouse

ISBN: 978-1-885693-77-8

Audience: Undergraduate

© 2007 • 448 pp. • Hard Cover • **\$69.00**



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.

### Developing Successful Sport Sponsorship Plans, 4th Edition

Author: David K. Stotlar

ISBN: 978-1-935412-56-4

Audience: Undergraduate 

© 2013 • 140 pp. • Soft Cover • **\$39.00**

 eBook ISBN: 978-1-935412-91-5  
eBook: **\$22.00**



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.

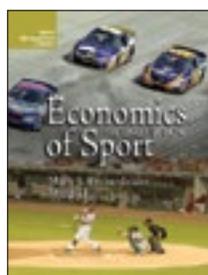
### Economics of Sport, 2nd Edition

Authors: Mark J. Eschenfelder and Ming Li

ISBN: 978-1-885693-72-3

Audience: Undergraduate 

© 2007 • 278 pp. • Soft Cover • **\$65.00**



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.

### Foundations of Sport Management, 3rd Edition

Editors: Andy Gillentine and R. Brian Crow

ISBN: 978-1-935412-57-1

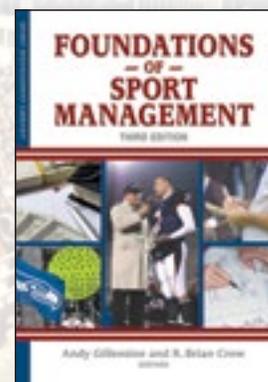
Audience: Undergraduate

© 2015 • 360 pp. • Soft Cover • **\$75.00**

 eBook ISBN: 978-1-940067-01-8  
eBook: **\$45.00**

Designed with future leaders of the sport industry in mind, this edition offers an updated and expanded introduction to the sport industry. Students will learn from a comprehensive collection of 25 leading sport management scholars whose concisely written content covers the fundamen-

tal theories and principles of the discipline in a practical and user-friendly format designed for quality instruction. Fifteen chapters thoroughly examine strategies for sport leadership, finance, marketing, sponsorship and sales, law, governance, ethics, and globalization. This edition also offers stand-alone chapters on sport facility and event management, which are vital topics in today's introductory sport management courses.



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

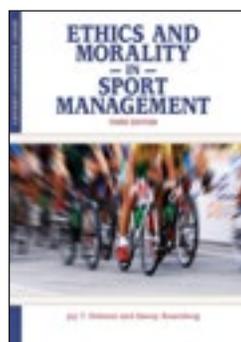
Authors: Joy T. DeSensi and Danny Rosenberg

ISBN: 978-1-935412-13-7

Audience: Undergraduate

© 2010 • 344 pp. • Soft Cover • **\$65.00**

 eBook ISBN: 978-1-935412-48-9  
eBook: **\$37.00**



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.

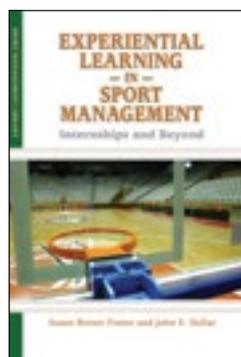
### Experiential Learning in Sport Management: Internships and Beyond

Authors: Susan Brown Foster and John E. Dollar

ISBN: 978-1-935412-15-1

Audience: Graduate, Undergraduate, Reference

© 2010 • 288 pp. • Soft Cover • **\$55.00**



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.

### Fundamentals of Sport Marketing, 4th Edition

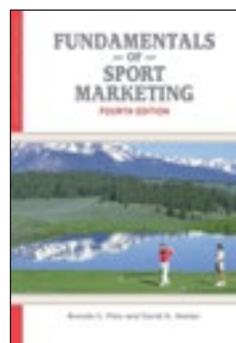
Authors: Brenda G. Pitts and David K. Stotlar

ISBN: 978-1-935412-40-3

Audience: Undergraduate

© 2013 • 478 pp. • Soft Cover • **\$79.00**

 eBook ISBN: 978-1-935412-63-2  
eBook: **\$45.00**



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.

### Fundraising for Sport and Athletics

Author: Richard Leonard

ISBN: 978-1-935412-33-5

Audience: Graduate, Undergraduate, Reference

© 2012 • 270 pp. • Soft Cover • **\$57.00**

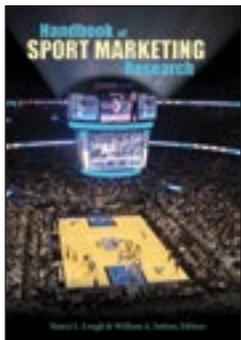
 eBook ISBN: 978-1-935412-44-1  
eBook: **\$32.00**



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.

## Handbook of Sport Marketing Research

Editors: Nancy L. Lough and William A. Sutton  
 ISBN: 978-1-935412-39-7  
 Audience: Graduate, Undergraduate, Reference  
 © 2012 • 460 pp. • Soft Cover • **\$45.00**



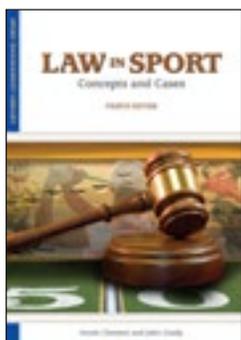
This collection brings to light foundational theories that have guided some of the most pragmatic studies to date that were published in the first two decades of *SMQ*. The *Handbook of Sport Marketing Research* revisits trends, presents instruments designed to assess key constructs, and provides critical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

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

Authors: Annie Clement and John Grady  
 ISBN: 978-1-935412-41-0  
 Audience: Graduate, Undergraduate  
 © 2012 • 294 pp. • Soft Cover • **\$65.00**



eBook ISBN: 978-1-935412-47-2  
 eBook: **\$37.00**



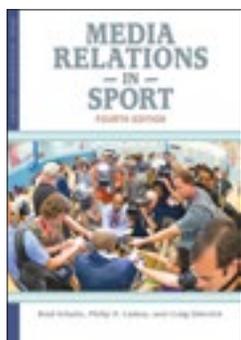
The 4th edition of *Law in Sport: Concepts and Cases* uses case examples to illustrate laws that apply to sport-related conflict. Readers will learn the basics of tort, constitutional, and business law, as well as understand risk and disaster management. The book also presents detailed analyses of Title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

## Media Relations in Sport, 4th Edition

Authors: Brad Schultz, Philip H. Caskey, and Craig Esherick  
 ISBN: 978-1-935412-94-6  
 Audience: Graduate, Undergraduate  
 © 2014 • 310 pp. • Soft Cover • **\$69.00**



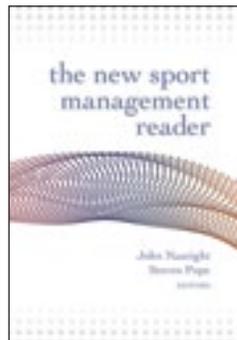
eBook ISBN: 978-1-935412-95-3  
 eBook: **\$39.00**



*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.

## The New Sport Management Reader

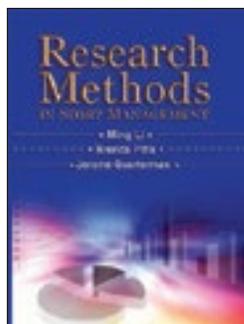
Editors: John Nauright and Steven Pope  
 ISBN: 978-1-935412-01-4  
 Audience: Graduate, Undergraduate, Reference  
 © 2009 • 624 pp. • Soft Cover • **\$58.00**



*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.

## Research Methods in Sport Management

Authors: Ming Li, Brenda G. Pitts, and Jerome Quarterman  
 ISBN: 978-1-885693-85-3  
 Audience: Graduate, Undergraduate  
 © 2008 • 384 pp. • Hard Cover • **\$73.00**



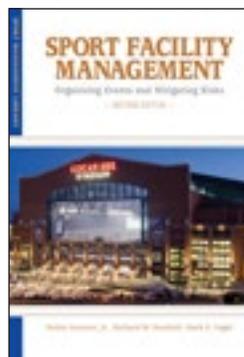
This first-of-its kind textbook provides guidelines to learning and building knowledge and skills in conducting sound research. The practical and useful examples from the real world of sport business and the numerous accompanying charts and tables enable students to more easily acquire a better understanding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

## 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  
 © 2010 • 269 pp. • Soft Cover • **\$62.00**



eBook ISBN: 978-1-935412-12-0  
 eBook: **\$35.00**



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.

## Sponsorship for Sport Managers

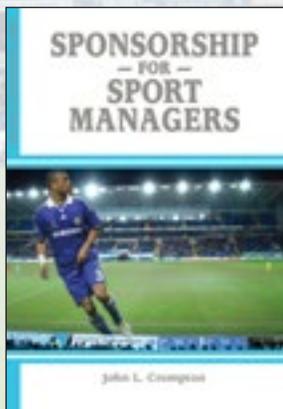
Author: John L. Crompton

ISBN: 978-1-935412-54-0

Audience: Graduate, Undergraduate

© 2014 • 296 pp. • Soft Cover • **\$72.00**

Securing financial resources through sponsorships is a prominent element in the job descriptions 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 sponsor-



ship 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.

## Sports Entrepreneurship: Theory and Practice

Editors: Dorene Ciletti and Simon Chadwick

ISBN: 978-1-935412-25-0

Audience: Graduate, Undergraduate

© 2012 • 222 pp. • Soft Cover • **\$45.00**



*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.

## Ticket Operations and Sales Management in Sport

Editor: James T. Reese

ISBN: 978-1-935412-20-5

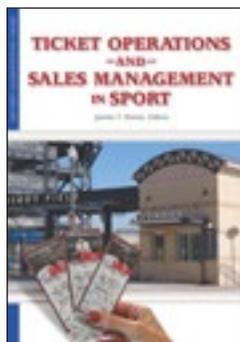
Audience: Graduate, Undergraduate

© 2013 • 198 pp. • Soft Cover • **\$52.00**



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

eBook: **\$29.00**



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.

## Sport and Exercise Psychology

### Bridging Gaps in Applied Sport and Exercise Psychology

Editors: Dieter Hackfort and Ingo Seidelmeier

eBook ISBN: 978-1-935412-30-4

Audience: Graduate, Reference

© 2013 • 130 pp. • **\$22.00**



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.

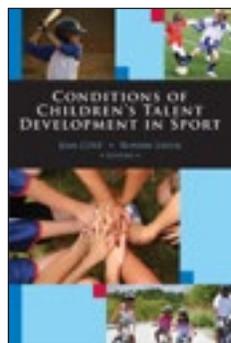
### Conditions of Children's Talent Development in Sport

Editors: Jean Cote and Ronnie Lidor

ISBN: 978-1-935412-46-5

Audience: Graduate, Undergraduate, Reference

© 2013 • 248 pp. • Soft Cover • **\$49.00**



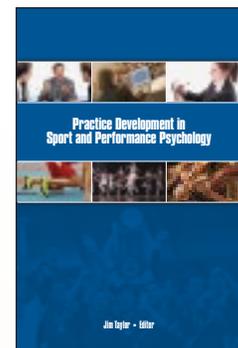
*Conditions of Children's Talent Development in Sport* is a comprehensive study of sport's impact on childhood skill acquisition. The text takes multiple factors into account, including activities in which children participate during their development, and personal and social variables that affect their growth. Chapters cover topics such as implicit motor learning, self-efficacy, perfectionism's effect on emerging talent, and the influence of coaches, peers, and family.

## Practice Development in Sport and Performance Psychology

Editor: Jim Taylor  
 ISBN: 978-1-935412-92-2  
 Audience: Graduate, Reference  
 © 2015 • 220 pp. • Soft Cover • **\$47.00**

Editor Jim Taylor and a talented team of authors provide a foundation of knowledge and skills necessary to establish and maintain a consulting practice in sport and performance psychology. *Practice Development in Sport and Performance Psychology* explores issues related to building

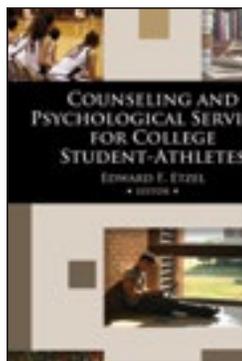
a successful consulting practice, including understanding the progression of professional development, creating a performance model, writing a business plan, using social media, and much more. This is an essential guide for anyone who is currently, or who is considering becoming, a sport and performance psychology consultant.



## Counseling and Psychological Services for College Student-Athletes

Editor: Edward F. Etzel  
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 Audience: Graduate, Undergraduate, Reference  
 © 2009 • 512 pp. • Soft Cover • **\$52.00**

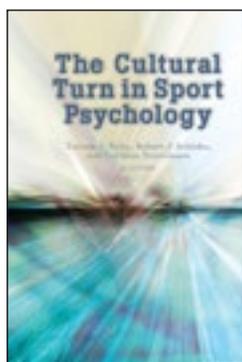
eBook ISBN: 978-1-935412-06-9  
 eBook: **\$35.00**



This book provides practical and effective ways to assist this on-campus population 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.

## The Cultural Turn in Sport Psychology

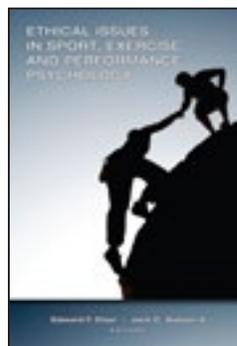
Editors: Tatiana V. Ryba, Robert J. Schinke, and Gershon Tenenbaum  
 ISBN: 978-1-935412-03-8  
 Audience: Graduate, Undergraduate, Reference  
 © 2010 • 432 pp. • Soft Cover • **\$49.00**



*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.

## 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  
 © 2014 • 240 pp. • Soft Cover • **\$47.00**

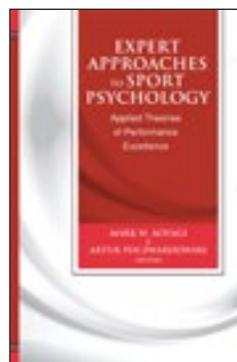


In *Ethical Issues in Sport, Exercise, and Performance Psychology*, a multitude of ethical, legal, and related professional challenges faced by sport, exercise, and performance psychologists are detailed. In addition to being a crucial tool for use by students, a wide range of professionals in higher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

tive personal resource.

## 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  
 © 2012 • 298 pp. • Soft Cover • **\$47.00**



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.

tizing and studying sport psychology.

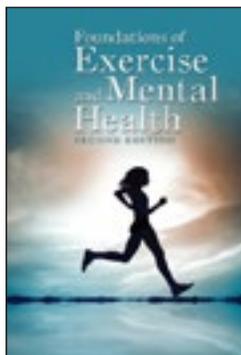
## Foundations of Exercise and Mental Health, 2nd Edition

Author: Larry M. Leith

ISBN: 978-1-935412-00-7

Audience: Undergraduate

© 2010 • 320 pp. • Soft Cover • **\$45.00**



*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.

## Foundations of Exercise Psychology, 2nd Edition

Authors: Bonnie G. Berger, David Pargman, and Robert S. Weinberg

ISBN: 978-1-885693-69-3

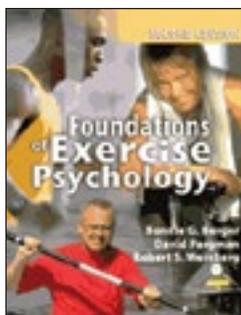
Audience: Undergraduate

© 2006 • 490 pp. • Soft Cover • **\$77.00**



eBook ISBN: 978-1-885693-95-2

eBook: **\$43.00**



*Foundations of Exercise Psychology* presents an expanded summary of information on the psychology of exercise and offers lucid suggestions for practice and future research. The contents of the book go beyond past texts in the field and include innovative and thought-provoking chapters on little-discussed topics in exercise psychology such as the meaning of exercise.

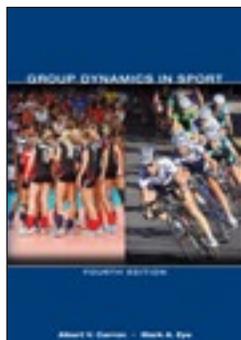
## Group Dynamics in Sport, 4th Edition

Authors: Albert V. Carron and Mark A. Eys

ISBN: 978-1-935412-35-9

Audience: Graduate, Undergraduate

© 2011 • 427 pp. • Soft Cover • **\$58.00**



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.

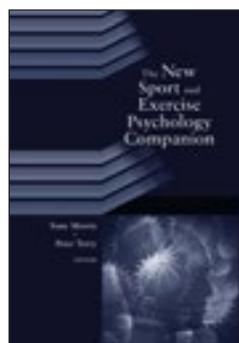
## The New Sport and Exercise Psychology Companion

Editors: Tony Morris and Peter Terry

ISBN: 978-1-935412-02-1

Audience: Graduate, Reference

© 2011 • 650 pp. • Soft Cover • **\$82.00**



*The New Sport and Exercise Psychology Companion* provides readers with an advanced understanding of the major themes that reflect the current status of sport and exercise psychology. Editors Tony Morris and Peter Terry invited nearly 50 of the world's most prominent experts on sport and exercise psychology to examine the latest findings and newest directions of research.

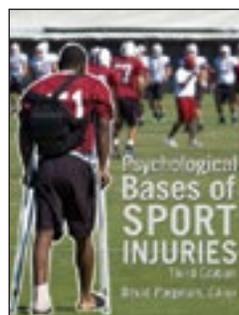
## Psychological Bases of Sport Injuries, 3rd Edition

Editor: David Pargman

ISBN: 978-1-885693-75-4

Audience: Graduate, Undergraduate

© 2007 • 416 pp. • Soft Cover • **\$67.00**



The diverse expert contributors to this comprehensive textbook offer invaluable insights into the complex intersection of sport psychology and injury, citing current research as well as real-life experience. New and updated chapters are grouped into five sections and address an array of important topics.

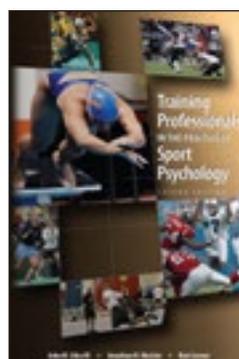
## Training Professionals in the Practice of Sport Psychology, 2nd Edition

ISBN: 978-1-935412-31-1

Authors: John M. Silva III, Jonathan N. Metzler, and Bert Lerner

Audience: Graduate, Reference

© 2011 • 256 pp. • Soft Cover • **\$45.00**



*Training Professionals in the Practice of Sport Psychology* provides a detailed look at all facets of the education process from training requirements to certification to developing a mental training program. Intended for those seeking to become sport psychology professionals, this book supplies readers with the information, tools, and steps needed to become fully certified sport psychologists. This is an essential graduate text for applied sport psychology and professional practice courses in sport psychology.

## Sport Psychology Tests



### Athlete Burnout Questionnaire Manual

Authors: Thomas D. Raedeke and Alan L. Smith

ISBN: 978-1-885693-88-4  
© 2009 • 88 pp. • Soft Cover • **\$39.00**



### Group Environment Questionnaire Test Manual

Authors: Albert V. Carron, Lawrence R. Brawley, and W. Neil Widmeyer

ISBN: 978-1-885693-44-0  
© 2002 • 64 pp. • Soft Cover • **\$39.00**



### Sport Imagery Questionnaire Test Manual

Authors: Craig Hall, Diane E. Stevens, and Allan Paivio

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## Sport Psychology Library

### Sport Psychology Library: Basketball

Authors: Kevin L. Burke and Dale Brown

ISBN: 978-1-885693-37-2  
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### Sport Psychology Library: Bowling - The Handbook of Bowling Psychology

Authors: Eric S. Lasser, Fred Borden, and Jeri Edwards

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Authors: Karen D. Cogan and Peter Vidmar

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Andrew C. Ostrow

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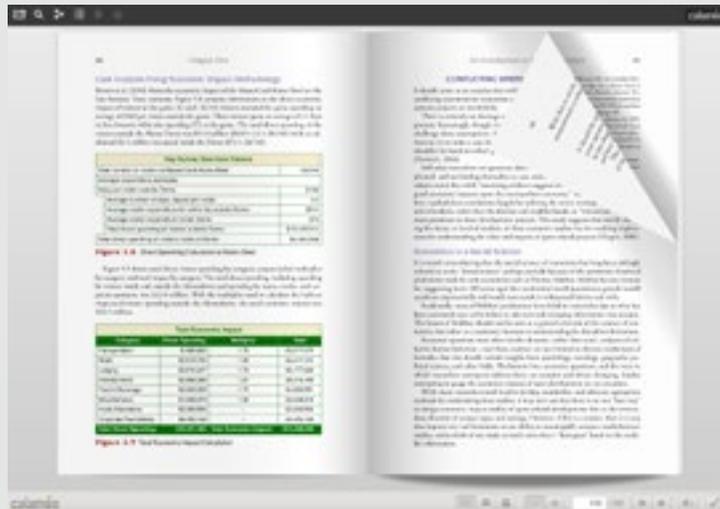
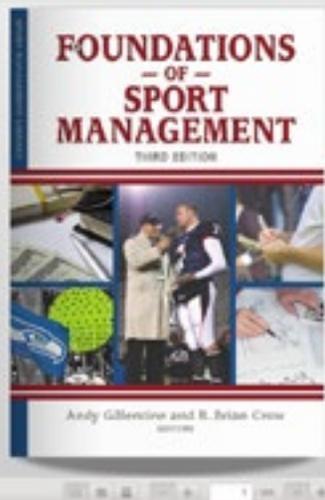
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