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From corporate boxes to sprinklers, food outlets to toilets, and first aid to media management... the facility and event managers are accountable for the success of sporting ventures and events.

Managing Sport Facilities and Major Events explains how to get the job done. With detailed international case studies in each chapter, the book offers a systematic guide to the management issues and practical problems that sports managers must address to ensure financial, sporting and ethical success.

Chapters cover feasibility assessment, market research, bidding for an event, branding, risk analysis, contract and project management, corporate structure, quality assurance, budgeting, facility management, staffing, occupational health and safety, and contractual considerations as well as economic, social, community and environmental issues.