



Sports Economics (Sport Management Series)

Paul Downward, Alistair Dawson, Trudo Dejonghe

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Sports Economics is the ideal introduction for all sport management and sport policy students and those for whom economics is a relatively new area of study. The book will also provide an ideal introduction to sports economics for economics students new to the area. Specifically designed to make economics accessible the context of sport is the focus of analysis, ensuring that this book is lively, accessible and approachable.

The full scope of the sports economy is examined, covering the three main arenas in which sport takes place - mass participation, professional sports and sports events. The key elements of the economic representation of these three markets are considered, such as the underlying demand for and supply of these sports, together with the main policy issues affecting them

Whilst truly international in scope, it focuses particularly on specific comparisons between the US, the UK and mainland Europe. The breadth of discussion and international emphasis is brought to life by a detailed discussion of the evidence throughout the book to illustrate the key themes discussed – ideal for both lecturer and student. Reflection questions and boxes are also used in chapters to prompt the reader to think about specific points as well as to provide the context for specific theoretical or empirical contributions that have been used to analyze sport.

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