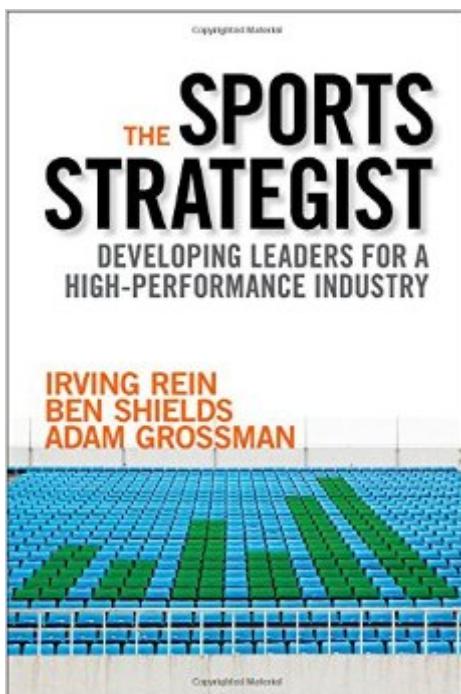


The book was found

# The Sports Strategist: Developing Leaders For A High-Performance Industry



## Synopsis

In the \$750 billion sports industry, is winning on-the-field the only success driver that matters for a sports business off-the-field? Today, the high-performance sports business is more complex than ever before and is presenting new challenges to the industry at all levels. Sports organizations are fighting hard for the money and engagement of fans, media, sponsors, and employees while facing unprecedented competition both domestically and internationally. The cost of doing business continues to rise, while traditional revenue streams are under increased pressure. In *The Sports Strategist: Developing Leaders for a High-Performance Industry*, authors Irving Rein, Ben Shields, and Adam Grossman demonstrate that relying too much on winning is a losing long-term strategy for dealing with these challenges. Instead, they argue that sports strategists must focus on building and growing sustainable long-term businesses without depending too much on winning. Their approach centers on identifying and maximizing key factors in sports organizations that, unlike winning, can be controlled and shaped. Blending extensive industry experience and real-world case studies with their academic expertise, the authors arm readers with the combination of the necessary tools to help them make better strategic decisions. Everyone from industry veterans to aspirational managers will learn how to design identities, reinvigorate venue experiences, manage narratives, and maximize new technology in today's connected world. In addition, readers will explore how to implement business analytics, build public support, and apply ethics in decision-making. These techniques are vital to creating a successful sports organization that is ready to reap the benefits of winning when it does happen, without having to suffer when it does not. The demand for innovative leaders who can address these issues and make tough decisions on which challenges to prioritize has never been greater. *The Sports Strategist* is an essential resource for anyone looking to thrive in the sports industry.Â

## Book Information

Hardcover: 288 pages

Publisher: Oxford University Press; 1 edition (September 15, 2014)

Language: English

ISBN-10: 0199343837

ISBN-13: 978-0199343836

Product Dimensions: 9.3 x 0.9 x 6.4 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 starsÂ Â See all reviewsÂ (31 customer reviews)

Best Sellers Rank: #184,513 in Books (See Top 100 in Books) #76 in Books > Sports & Outdoors > Miscellaneous > Sociology of Sports #156 in Books > Business & Money > Industries > Sports & Entertainment #326 in Books > Sports & Outdoors > Miscellaneous > History of Sports

## Customer Reviews

For starters: I spend a good chunk of my leisure time discussing the topics covered in this book. I am a moderator on a sports forum where the hottest topics are those pertaining to team identity and brand development. (It doesn't help that the team in question has had an incredibly bad season.) Being a competitive sort myself, I am always trying to come up with superb insights. Since the material in Sports Strategist is based on courses taught at Northwestern University, I had hoped that the book would help me take my moderating game to the next level. Instead, I found a little bit of Good to Great, a little bit more of a marketing textbook with occasional forays into intro statistics courses, leavened with lots of fascinating anecdotes that are more entertaining than informative. For example, the first chapter is entitled "A Winning Business." Good title for a first chapter of a sports book! But the opening story focuses on the conversion of an old Indiana synagogue into a team store for a minor league baseball team. Cute, but I'm not clear that it has anything to do with the rest of the chapter. The book is full of these moments, as if someone spent a year or two clipping stories and then just stuffed them into the manuscript without adhering to any kind of framework. (And there is a framework. It just doesn't get a lot of respect.) For example, there's a chapter on dealing with crises, entitled "Crafting a Crisis Blueprint." Sounds good, right? The team I support has endured a few crises; how should they have been handled?

[Download to continue reading...](#)

The Sports Strategist: Developing Leaders for a High-Performance Industry Competitive Solutions: The Strategist's Toolkit The Mind Of The Strategist: The Art of Japanese Business The Social Media Strategist: Build a Successful Program from the Inside Out Coach Anyone About Anything: How to Empower Leaders & High Performance Teams How to Build Network Marketing Leaders Volume Two: Activities and Lessons for MLM Leaders Academic Leadership and Governance of Higher Education: A Guide for Trustees, Leaders, and Aspiring Leaders of Two- and Four-Year Institutions Football: How It Works (The Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Sports Illustrated For Kids Year In Sports 2007 (Scholastic Year in Sports) Global Impact Makers: Featuring Industry Thought Leaders, Sharing Problem Solving Insights, to Help Grow Your Business and Live the Life You Love The Entrepreneur's Guide to Cannabis: Concentrated Advice From 25 Industry Leaders Ford Total Performance: Ford's Legendary

High-Performance Street and Race Cars Developing Lean Leaders at all Levels: A Practical Guide  
Management 3.0: Leading Agile Developers, Developing Agile Leaders (Adobe Reader)  
(Addison-Wesley Signature Series (Cohn)) Management 3.0: Leading Agile Developers, Developing Agile Leaders (Addison-Wesley Signature Series (Cohn)) Optimizing the Power of Action Learning: Real-Time Strategies for Developing Leaders, Building Teams and Transforming Organizations  
High Commitment High Performance: How to Build A Resilient Organization for Sustained Advantage A Question Of Intent: A Great American Battle With A Deadly Industry (Great American Battle with with a Deadly Industry) Piano Literature - Book 3: Developing Artist Original Keyboard Classics (The Developing Artist Library) Piano Sonatinas - Book One: Developing Artist Original Keyboard Classics (The Developing Artist)

[Dmca](#)