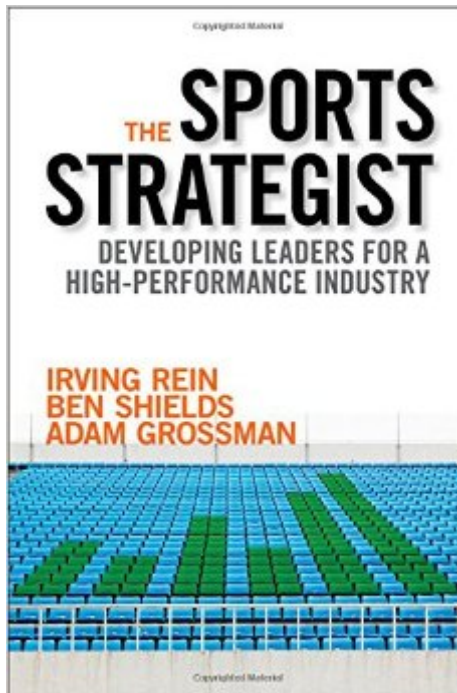


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# The Sports Strategist: Developing Leaders For A High-Performance Industry



## 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

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## 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?

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