**Book review**

Sport Management: Principles and Applications, R. Hoye, A. Smith, M. Nicholson, and B. Stewart, 4th ed. Routledge, 2 Park Square, Milton Park, Abingdon, Oxon, United Kingdom (2015). pp. 384, ISBN 978-1-138-83959-5. A$72.00 (paperback)

**Sport Management: Principles and Applications**

Ten years after the first edition of *Sport Management: Principles and Applications* was published in 2005, the fourth iteration has recently emerged from the Routledge printing press. Written by four leading Australian sport management scholars – Russell Hoye, Aaron Smith, Matthew Nicholson and Bob Stewart – the central aim of the textbook has remained unchanged since the first edition. The book explores the contemporary management issues and themes that shape the sport industry taking into account the wide range of stakeholders and their competing interests.

While the book is pitched at first and second year undergraduate university students undertaking sport management studies the text is also well suited to practitioners entering the field for the first time. The key strength of the textbook is the clear and concise manner it introduces the reader to the fundamental management concepts and theories while also framing the discussion from an applied and practice-based perspective.

Over the past decade the text has been widely used by lecturers of sport management subjects not only in Australia and New Zealand but also in other parts of the world including Europe and Asia. Apart from the accessible writing style another reason for the success of the book is the case studies presented at the end of each chapter. The case studies have been updated regularly across the four editions and include international as well as national themes and management issues. As a consequence of this international focus the book is now published in five languages. The case study questions are well designed and supported with detailed notes in the instructor materials that can be found on the Routledge website for those academics who choose to adopt the text.

The core management concepts that have been part of the book since the first edition are again featured in this latest version and include the following areas: strategic planning, organizational culture and structures, human resource management, leadership, governance, financial management, marketing and performance management. In addition to the above topics the fourth edition has an expanded chapter on sport media. This chapter examines in good detail the fast moving sport media environment and the resulting challenges presented to sport managers. Another aspect of this edition is the renewed focus throughout the text on contemporary management and critical issues faced by the sport management field.

While this is an excellent textbook that covers both sport management theory and practice in detail some improvements can still be made for future editions. Firstly, the theory deployed in the text can, in parts, be updated. While the book covers the foundation management theory in good detail there are a number of areas that have advanced over the past decade that need consideration for inclusion (even if only briefly). The growing literature on leadership development, for instance, would be a worthy addition to the leadership chapter. Leadership development is a vital ingredient for all modern organisations (Day, Fleenor, Atwater, Sturm, & McKee, 2014; McCall, 2010) however it has often been ignored in professional sport. Such a discussion would support the excellent case study in this chapter that explores developing athlete leadership capacity.

The growth in data analytics and the interconnected place of big data is another area that should be considered for a future edition. This type of discussion would fit well in the current chapter that investigates performance management in sport. As outlined by Gerrard (in press), many sport organisations today are just starting to investigate the potential for data analytics in their organisations with only a few possessing the skills or capability to fully leverage the data they already capture.

Finally, and perhaps most importantly, the authors needs to consider adding a new section (or even a devoted chapter) to the ever increasing ethical and integrity challenges that confront sport managers today. A search of the index, for instance, does not list the words ethics and integrity. Given the numerous international and national scandals that sport has dealt with over the past few years there is definitely scope here for greater analysis.

**References**

Day, D. V., Fleenor, J. W., Atwater, L. E., Sturm, R. E., & McKee, R. A. (2014). Advances in leader and leadership development: A review of twenty-five years of research and theory. *The Leadership Quarterly*, 25(1), 63-82.

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