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Preparedness in an ever-
changing world Leaders
showing adaptability In the
past, sports federations
were notoriously slow to
change. The lead - ers
responding to PwC's Sports
Survey represent
organisations that are,
after all, the international
custodians of their

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Optimism in the face of
threats Deep trust deficit
Trust in big institutions is
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no exception. The biggest threat identified by sports leaders is the loss of trust between sporting bodies, individual athletes and fans. This is something sports leaders are keen

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PwC's Sports Survey 2016. As the sports industry continues to navigate choppy waters, its ongoing growth is becoming increasingly dependent on its ability to adapt to the global megatrends that are shaping business decisions around the world.

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Optimism in the face of threats
Deep trust deficit
Trust in big institutions is eroding across geographies and industries, and sport is no exception. The biggest threat identified by sports leaders is the loss of trust between sporting bodies, individual athletes and fans. This is

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- banks.rapnation.me In its fourth edition, PwC's Sports Survey collected the views of 580 industry leaders coming from 49 countries on growth expectations and a wide range of strategic and organisational topics.

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According to the fifth edition of PwC's Sports Survey, growth in the broader sports industry, including sports federations, broadcasting and marketing, is expected to decline significantly over the next few years with many industry execs not expecting a full recovery

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until 2023 or later.

PwC: Broader Sports Industry
Faces Long Recovery | SGB

...

As expected, the fifth edition of the PwC's Sports Survey closely reviews the short- and long-term consequences of a crisis unprecedented in the history of modern sport. Against this backdrop, we've delved into the rapidly evolving sports media ecosystem, as well as the opportunities and challenges of emancipating esports as a new discipline alongside its physical equivalent.

PwC's Sports Survey 2020 |

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PwC Switzerland

In its fourth edition, PwC's Sports Survey collected the views of 580 industry leaders coming from 49 countries on growth expectations and a wide range of strategic and organisational topics. While assessing the overall state of the industry, this year's edition zones in on three important themes: the need for innovation within established sports organisations, the value of direct-to-consumer media distribution and the role of sports federations going forward.

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PwC Switzerland

In its third edition, PwC's Sports Survey collected the views of 470 sport industry leaders on a wide variety of trends that are prevalent in today's market. This annual report captures the industry's collective wisdom on its growth prospects and the key threats it is facing. Additionally, it features three deep dives assessing the future of the sports media landscape, how to drive ROI through sports sponsorship going forward, and how to approach the fast-growing space of esports.

PwC's Sports Survey 2018

PwC professionals serving

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the sports industry include a national US practice and global network of industry specialists focused on advisory services as well as assurance and tax teams serving member clubs of the professional leagues in their respective local markets. ... PwC's Sports Survey 2019. In it's fourth edition, PwC's Sports Survey ...

Sports: PwC

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PwC's Data and Analytics Survey 2016. Big Decisions™
Executives in the UK want strategic and operational decisions to be more data-driven. They say their own organisations and cultures are holding them back.

PwC's Data and Analytics Survey 2016 - PwC UK
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This survey was conducted by our Sports Business Advisory team between the months of May and June 2018 through an online questionnaire that was distributed to sports industry leaders across the world. Sharing our vision of establishing an independent perspective on the state of the

Sports industry: lost in transition? - Strive Sponsorship, UK

This is the 8 th PwC Family Business Survey and it's the largest yet. We've spoken to firms approaching their first generational transition, and those that can measure their longevity

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in centuries. We've talked to founders, next gens, and professional CEOs.

2016 Family Business Survey
- PwC

The Global State of Information Security® Survey 2016. Retail and consumer companies are taking decisive action to bolster their cybersecurity capabilities. Many are moving to strengthen their cybersecurity posture...

Total Retail 2015. This year's report expands on this total retail discussion and delves into four retail disruptors.

Total Retail 2016 - PwC

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This year's Global State of Information Security Survey (GSISS) 2016 identifies that Information Security budgets are on the increase. The number of incidents detected and reported, globally, has also risen since the 2015 report. Companies are being forced to shift their thinking around technology
...

Sport has enjoyed steadily increasing prominence and economic importance since the Millennium. But threats to its integrity appear to have grown in parallel, undermining the very sense

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of innocence and fun which is an important part of its appeal. Threats to the spirit of sport come from internal, external and even state actors, who seek either to manipulate events on the field or to exploit the institutions of sport for their own ends. As the reputation of sport becomes more tarnished as a result, its sustainability as a significant part of the entertainment industry is called into question and loss of reputation may even result in decline in recreational play. In this wide-ranging collection of essays, the international team of contributors

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explores the structural economic sources of the problems that beset sport and address the question of 'what is to be done?' through economic reasoning. Specific topics covered include doping, match-fixing for betting or sporting gain, the role of forensic statistics in detecting nefarious activity, issues related to club ownership, corruption in the awarding of mega-events and within sports governing bodies, and the role of the law and the Court of Arbitration for Sport. In the final chapter, the Editors pull together the various strands and propose that policy to

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mitigate the threat to fair play should be built around two themes: improving sports governance and designing incentives to help actors in sport choose honest over manipulative behaviour. The book will appeal to practitioners from sport management as well as to academics including students and researchers.

Keeping pace with the rapidly evolving field of sport management, *Contemporary Sport Management*, the authoritative introductory text in the field, returns with a thoroughly updated seventh edition. Over 50

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contributors with a diverse array of cultural and educational backgrounds deliver a complete and contemporary overview of the field, presented in full color for a visually engaging read. With a simplified structure to reflect current demands of the profession and addressing all the Common Professional Component topics outlined by the Commission on Sport Management Accreditation (COSMA), Contemporary Sport Management, Seventh Edition With HKPropel Access, is organized into three parts. Part I, Introduction to Sport Management, provides

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an overview of the field and leadership concepts associated with it. Part II, Sport Management Sites, details the major settings in which many sport management careers are carried out, including new content on sport participation across the life span. In part III, Sport Management Functions, readers will learn about the key functional areas of sport management, including sport marketing, sport communication, sport facility and event management, and more, with new content on sales as a career path. New and updated content throughout this

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edition allows students to stay on the leading edge of the field: Discussion of the evolution of esports, fantasy sports, and sport betting Content covering emerging technologies in sport management, including streaming, artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) New case study sidebars with short-answer questions Recommended Case Studies in Sport Management journal articles for each chapter, designed to promote critical thinking and demonstrate understanding of chapter content Related student learning activities and recommended articles are

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now delivered through HKPropel. These supplemental materials are designed to increase student engagement and enhance understanding of chapter content. With more than 200 activities, including comprehension activities, web activities, and Day in the Life activities tied to professional profiles, students will be challenged to think critically about sport management as both a field of study and a vibrant professional environment with a variety of career paths, and they will develop insight into issues they will encounter in their careers. Chapter quizzes are

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also included and can be assigned by instructors. Contemporary Sport Management, Seventh Edition, will broaden students' understanding of sport management issues, emphasizing critical thinking, ethics, and diversity while providing students with an introduction to all the aspects of the field they need to know as they prepare to enter the profession. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

Sports are big business.
Most companies want to

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expand into global markets, enhance their brand and understand varying market conditions. This textbook supports sports marketing students as they learn about the challenges and opportunities that are specific to the global sports industry. Written from the perspective of different stakeholders in the sports sector, such as fans, sports entity holders, clubs, sponsors and the sports media, it offers a holistic view of this evolving and ever-changing industry. Taking a truly global approach, this textbook helps students understand the current

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issues facing sports marketing professionals and is relevant across all regions of the world. Drawing on the author's years of industry and teaching experience, it blends theory and practice with case studies including the International Olympic Committee and FIFA. Crucially, the book provides comprehensive coverage of hot topics such as sports governance, digital marketing, and the globalization of the sports product. Written in an accessible style and accompanied by a full suite of online resources, this textbook is for ideal for

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anyone looking to excel as a sports marketer or progress within the wider sports industry. It is a valuable resource for Sports Marketing courses at undergraduate, postgraduate and MBA levels.

Sponsorship of sports, arts or events can be a powerful form of marketing communication for businesses and organizations. This new edition of Sponsorship in Marketing introduces the fundamentals of sponsorship-linked marketing, helping the reader to understand how sponsorship can be planned, executed and measured. Drawing on original research

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and exploring key theory, best practice and cutting-edge issues, the book fully explains how the sponsor can implement successful sponsorship to achieve communication and engagement objectives. It covers every important conceptual and functional area of sponsorship in marketing communications, including: understanding the technology-led transformation of sponsoring learning about audiences, strategies and objectives leveraging and activation in traditional and social media building sponsorship portfolios and rosters managing and ending relationships understanding

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public policy and legal issues Every chapter includes international case studies and examples, test questions, and data from real organizations, business, campaigns and events, vividly illustrating the link between fundamental principles and effective practice. This updated edition features a new model of the sponsorship process with an ecosystem perspective, discussion of endorsers and influencers in sponsorship, an introduction to the impact of streaming on sponsoring, and entirely new thinking on sponsorship returns and evaluation. No other book provides such a

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comprehensive, evidence-based introduction to sponsorship, demonstrating how organizations can connect brands to real life. This is essential reading for all students and practitioners working in sport marketing, sport business, events marketing, arts administration, business communication or marketing management.

In this volume, leading management experts offer critical insights into the promises and illusions of shareholder empowerment, the discrepancies between theory and practice, and the challenges posed by

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variations in global corporate governance regimes.

Sport is both a global business and a vehicle for social inclusion and community development. This book examines key performance areas in sport management that cut across cultural, economic and geographical borders, from both commercial and social justice perspectives. Written by leading sport management and sport development scholars from around the world, the book highlights international management challenges, suggests appropriate

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management practices, and raises questions to stimulate further debate. From a commercial sport management perspective it explores key topics including the management of sport communication in an age of digital media, crowd funding in sport, managing government and commercial alliances, and managing power and politics in sport. From a social justice perspective, it examines issues including sport volunteer management, the management of sport for inclusion, and academic partnerships in international sport management. Offering an

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authoritative survey of contemporary international sport management, as well as signposts for future research and practice, this is fascinating reading for all students, researchers and practitioners working in sport management or sport development.

This book explores the connections between women's experiences of and contributions to sport as a profession, product and pastime. This collection brings together insights and experiences from academics, activists, players and practitioners to critically reflect upon contemporary

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women's sport.

"Why are some technologies such as fiberglass vaulting poles and hinged skates accepted in sport while performance-enhancing drugs are forbidden? Yes, performance-enhancing drugs are against the rules, but the people who play and govern sport create those rules; rules can be changed. Should we level the playing field by allowing all competitors to use drugs that allow them to run faster or longer, leap higher, or lift more? In this provocative exploration of what draws us to sport as participants and spectators,

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Good Sport argues that the values and meanings embedded within our games provide the guidance we need to make difficult decisions about fairness and performance-enhancing technologies. Good Sport reveals what we care about in sport. It describes how the reckless use of biomedical enhancements undermines those values. Implicit in sport's history, rules and practices are values and meanings that provide a sturdy foundation for an ethics of sport that celebrates natural talents and dedication. The way a sport adapts to innovations in equipment, tactics and players makes visible its

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values and meanings. Performance-enhancing drugs distort the connection between natural talents, the dedication to perfect those talents, and success in sport. Through understanding the fundamental role of values and meanings, we can see not just what we champion in the athletic arena but more broadly what we value in human achievement"--

Do the Olympic Games really live up to their glowing reputation? As the biggest global sport mega-event, the Olympic Games command public and media attention, while Olympic mythology and ritual

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obscure their underlying
function as a profit-making
business enterprise.

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