



# Sport Business in the Global Marketplace (Finance and Capital Markets)

*Hans Westerbeek, Aaron Smith*

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Sport has become big business. This book takes a global look at the business of sport focusing upon the structure of the sport industry, commercialisation of sport, sport marketing, franchising, television and other rights and the rise of the global super athletes and teams. This is positioned in a global political and economic context and in the framework of global uncertainties and scenarios.

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