

Sport as a Business: International, Professional and Commercial Aspects

Dolles, Söderman



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Sport as a Business: International, Professional and Commercial Aspects Dolles, Söderman Sport has a number of distinctive characteristics whichimpact on the extent of its globalization. This book seeks to gain a deeper understanding of the unique development in sports, its governance, its logic of cocreation of value and the advancement of the industry towards internationalisation, professionalization and commercialization

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