



Sport Management and the Natural Environment: Theory and Practice

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With climate change and other environmental issues becoming increasingly prominent, any successful sport organization now has to incorporate environmental concerns into their business strategy, while all sport managers must understand how to implement environmental initiatives into their everyday business. *Sport Management and the Natural Environment* is the first book to introduce environmental theory and best practice in the context of sport management, demonstrating how sport organizations can become more effective and sustainable, and exploring the important advocacy role that sport organizations have in local and global communities. It considers the unique social, economic and political space that sport occupies in society, and examines the most important practical managerial issues related to sport and the environment, including:

- Facilities
- Finance and accounting
- Leadership
- Marketing, communication and digital media
- Operations
- Stakeholder relations
- Strategic planning

Including contributions from leading academics and practitioners, *Sport Management and the Natural Environment* is the perfect foundation text for any course touching on environmental issues or social responsibility in sport, and essential reading for any sport manager looking to improve their professional practice.

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Editorial Review

About the Author

Jonathan M. Casper is an Associate Professor and Sport Management Program Coordinator in the Department of Parks, Recreation, and Tourism Management in the College of Natural Resources at North Carolina State University, USA. His research program focuses on enhancing quality of life through sport. His research in this field relates to informing sport organizations about better integrating sustainability efforts into organizational operations, marketing, and fan/participant engagement. Dr. Casper has published in leading peer-reviewed academic journals specific to sport and sustainability and presented his findings at international conferences. He also serves as a consultant for collegiate athletics departments and sport sponsors on sustainability initiatives.

Michael E. Pfahl is an Associate Professor and Undergraduate Program Coordinator in the Department of Sports Administration in the College of Business at Ohio University, USA. His current research interests are primarily conducted from a qualitative perspective and include the convergence of media, technology and sport, environmentalism and sport, and human resource issues in sport organizations. Dr. Pfahl conducted consulting activities for several different sport and non-sport organizations around the world. These activities include consulting related to environmental efforts for the Cleveland Cavaliers and sponsorship for the Lamphun Warrior Football Club (Thailand) among others. He has published his research in top academic journals and presented at conferences and events around the world.

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