



Sport Law: A Managerial Approach

Linda A. Sharp, Anita M. Moorman, Cathryn L. Claussen

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Sport Law: A Managerial Approach, third edition, merges law and sport management in a way that is accessible and straightforward. Its organization continues to revolve around management functions rather than legal theory. Concise explanations, coupled with relevant industry examples and cases, give readers just enough legal doctrine to understand the important concepts that apply to each area. This book will help prepare students as they get ready to assume a broad range of responsibilities in sport, education, or recreation.

Whether readers work as coaches or teachers; administer professional programs; manage fitness/health clubs; or assume roles in a high school, college, Olympic, or professional sport organization, legal concerns will inevitably be woven into their managerial concerns. This book provides knowledge of the law that helps create a competitive advantage and build a more efficient and successful operation that better serves the needs of its constituents.

New to the Third Edition

New/expanded discussions and analysis of current and relevant legal issues. For example, the use of unpaid interns and unpaid volunteers; Bountygate, organizational liability for violent acts of players, and the power of the NFL commissioner; parody and social media; FTC guidelines for endorsers

New case opinions. For example, *Bouchat v. Baltimore Ravens*; *Glatt v. Fox Searchlight Pictures*

New focus cases. For example, *Hart v. Electronic Arts, Inc.*, *Hamill v. Cheley Colorado Camps, Inc.*, *Geczi v. Lifetime Fitness*, *Limones v. School Dist. of Lee County*; *Woodman v. Kera LLC*

New competitive advantage strategies. For example, construction safety; ticket sales; worker s compensation and student-athletes

Discussion of the legal issues revolving around social media use. For example, *Mendenhall v. Hanesbrands* and the use of Twitter by professional athletes; IOC guidelines regarding the use of social media by athletes and journalists; social media policies at the high school and collegiate levels

Real-world applications. The book is intended for future sport managers, and topics are clearly related to specific roles and functions; relevant and timely examples throughout help generate enthusiasm and lively class discussions.

Continued focus on both sport participation and recreation. Sport managers in a variety of organizations can use the legal issues discussed throughout.

Reader-friendly tone. Legal theories are clearly explained in student-friendly language.

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