MANAGING GLOBAL SPORT EVENTS
SPORTS MANAGEMENT

Series edited by Stephen Frawley

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MANAGING GLOBAL SPORT EVENTS
Logistics and Coordination

BY

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ACKNOWLEDGEMENTS

This book was conceived with the assistance of several key people. We would like to thank our colleagues at the University of Technology Sydney and the Vienna University of Economics and Business for their support and critical feedback that helped to shape this book. We also wish to acknowledge the encouragement and professionalism of the Emerald editorial team: Nick Wallwork (Books Commissioning Lead), Sheena Reghunath (Production Team Leader) and David Jak Mulvaney (Content Development Editor). And perhaps most importantly, we would like to express our gratitude to our families who cheered from the grandstands as this book evolved.

As an interdisciplinary team of authors, we were conscious of the need to make this book research driven yet accessible and relevant for a wide audience of students, academics and practitioners of event management. Hence, we aimed to combine and explain theory and practice across this book and included applied and contemporary examples wherever possible. We also subjected all chapters to strenuous editorial feedback – a process that has been important to secure continuity and connections in the development of the concepts and issues presented. We are confident that our applied approach has resulted in an attractive book that brings sport event management studies to life, and that assists in making reading and learning relevant, meaningful and enjoyable.