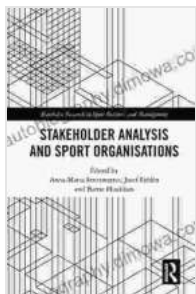


Stakeholder Analysis and Sport Organisations: The Key to Unlocking Success

In the ever-evolving landscape of sports, organisations face an intricate web of stakeholders with diverse interests and objectives. Understanding and engaging with these stakeholders is crucial for long-term success, sustainability, and growth.

Introducing the groundbreaking book "Stakeholder Analysis and Sport Organisations" from Routledge Research in Sport. This comprehensive guide provides an in-depth exploration of stakeholder analysis, empowering sport organisations with a robust framework to navigate the complex relationships that shape their operations.



Stakeholder Analysis and Sport Organisations (Routledge Research in Sport Business and Management) by Ken Martin

★★★★☆ 4.8 out of 5

Language : English
File size : 4092 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 140 pages

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Unveiling the Power of Stakeholder Analysis

Stakeholder analysis, a cornerstone of effective management, involves identifying, understanding, and managing the relationships between an organisation and its stakeholders. This book delves into the intricacies of stakeholder analysis, providing a step-by-step approach that enables sport organisations to:

- Identify and prioritise key stakeholders
- Analyse their interests, influence, and potential impact
- Develop strategies for engaging and managing stakeholders
- Monitor and evaluate the effectiveness of stakeholder engagement

A Wealth of Case Studies and Expert Insights

The book is enriched with a wealth of real-world case studies that illustrate the practical application of stakeholder analysis in diverse sport organisations. These case studies offer invaluable lessons and insights into:

- Building successful partnerships with sponsors, broadcasters, and community groups
- Engaging with fan groups, athletes, and the media
- Managing the challenges of government regulations and political pressure
- Navigating the complexities of sustainability and social responsibility

Empowering Sport Organisations for Success

By embracing the principles of stakeholder analysis, sport organisations can unlock a multitude of benefits that drive success:

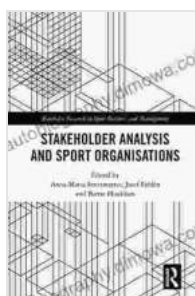
- Enhanced decision-making and strategic planning
- Improved stakeholder relationships and communication
- Increased funding opportunities and revenue streams
- Enhanced reputation and community engagement
- Long-term sustainability and growth

Free Download Your Copy Today

Don't miss out on the opportunity to transform your sport organisation through effective stakeholder analysis. Free Download your copy of "Stakeholder Analysis and Sport Organisations" from Routledge Research in Sport today and embark on a journey towards stakeholder engagement, growth, and success.

Additional Resources:

- Routledge Research in Sport website
- Book page on Routledge website
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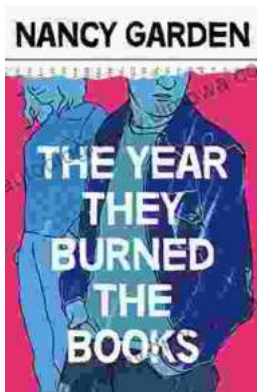
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