



Managing Sport Organizations

Rubén Acosta Hernández

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Dr. Rubén Acosta has built the International Volleyball Federation from a \$100,000 operation to a \$200,000,000 organization through his great understanding of sport marketing and management. In his book, *Managing Sport Organizations*, Dr. Acosta conveys his marketing and management insights and expertise. As a result, you will be able to build a successful sport program on the local, national, or international level.

Dr. Acosta offers straightforward advice to improve communication objectives, public relations goals, and promotion efforts—areas that many organizations fail to execute properly. The author goes into detail to show you how to market and promote a sport or event to the media and to train personnel and recruit members to aid in promotion. He also gives specific promotional strategies, such as having athletes promote the sport in their own community or country.

In addition, Dr. Acosta provides you with the skills needed to set and meet short-and long-term goals for your sport organization. The book is designed so that you will be able to build a sport organization from the ground up or improve on an existing organization.

Chapter 1 gives a historical overview and uses specific examples to explain current trends in sport organizations.

Chapter 2 describes the best strategies for establishing a new sport organization.

Chapter 3 offers tips on communicating with important people within the organization as well as the media.

Chapter 4 details how to project the right image to the press and the public.

Chapter 5 teaches how to establish a leadership style and manage and motivate staff.

Chapter 6 offers tips on setting goals and putting plans in place to achieve them.

Chapter 7 explains the budgeting process and the best strategies for planning an organization's future.

By utilizing the author's 30-plus years in sport leadership, *Managing Sport Organizations* provides you with the tools needed to develop contemporary sport management skills and sell your organization to sponsors, the press, and the public. With this unparalleled reference, you can successfully shape your sport program.

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