

Handbook of research on sport and business / Sten Soderman, editor, Harald Dolles, editor

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20397748&lokasi=lokal>

Abstrak

Summary:

This Handbook draws together top international researchers and discusses the state-of-the-art and the future direction of research at the nexus between sport and business.