

Strategic Sports Event Management Third Edition

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Westerbeek et al. (2006) acknowledge the importance of the potential role that sports events can have in their strategic involvement in long-term regeneration but focus on the short-term planning process for staging sports events and the management of facilities rather than on the planning of the 'where' and 'how' of that longer-term role.

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Strategic Sports Event Management eBook by Guy Masterman ...

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