Foreword
by Ruth Crabtree

This book serves as a timely addition to the need for empirical research in the area of sport management and marketing, particularly with a focus on the emergence of this discipline within Asia. With the growth of the sport industry and the need for students/scholars and practitioners to gain a greater understanding into the internationalisation of sport and how cultural differences may play a big part in achieving strategic success, the book helps to address such issues.

Many books in the past have focused on organisation, events, and case studies from a North American, Australasian, or European perspective; however, this text focuses on the experiences of many new events and organisations that are emerging in Asia, offering a unique insight into the working practices of sport management practitioners and marketers.

The importance of inter-cultural differences within sport management practice cannot be underestimated. As more and more sport organisations enter the globalised marketplace, having an understanding of such issues will aid sport managers in their strategic decision-making process.

The use of current case study material helps the reader to understand the theoretical concepts and practical management issues that are under consideration, allowing a deeper awareness of the various roles, skills, and competences needed to work in the sport management industry. Ultimately, the book offers new and current research within the field of sport management and marketing.

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Ruth M. Crabtree currently works at Northumbria University, Newcastle, England; she has an international reputation as a sport management educator and has delivered many sessions overseas at partner institutes in Europe, North America, Africa, and Asia. Ruth has also been responsible for developing international programmes for overseas institutes and has sat on many validation panels both in the UK and abroad. Ruth is an active Executive Board Member of the World Association of Sport Management, the European Association of Sport Management, and also acts as an Advisor to the African Sport Business Association.