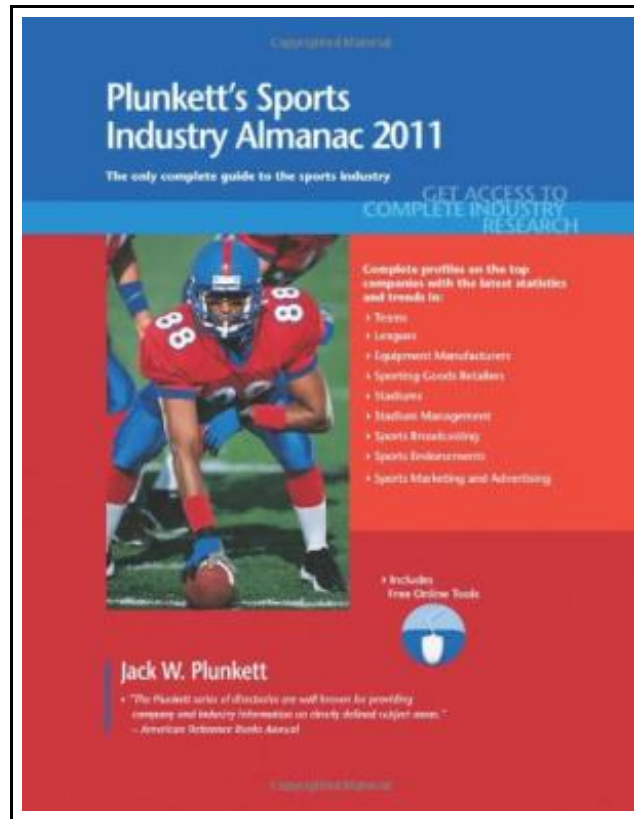


# Plunketts Sports Industry Almanac 2011 Sports Industry Market Research, Statistics, Trends Leading Companies



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*(Prof. Maya Hand)*

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Plunkett Research, Ltd. Paperback. Book Condition: New. Paperback. 488 pages. Dimensions: 10.9in. x 8.5in. x 1.1in.**PLUNKETTS SPORTS INDUSTRY ALMANAC 2011**Key Features: -Industry trends analysis, market data and competitive intelligence-Market forecasts and Industry Statistics-Industry Associations and Professional Societies List-In-Depth Profiles of hundreds of leading companies-Industry Glossary-Buyer may register for access to search and export data at Plunkett Research OnlinePages: 495Statistical Tables Provided: 9Companies Profiled: 357Geographic Focus: GlobalA complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments. -How is the industry evolving-How is the industry being shaped by new technologies-How is demand growing in emerging markets and mature economies-What is the size of the market now and in the future-What are the financial results of the leading companies-What are the names and titles of top executivesContents, Statistics, Forecasts and Analysis Include: Major Trends Affecting the Sports Industry1) NFL: The Biggest Money in U. S. Sports2) Revenue Sharing Boosts Major League Baseball3) NBA Team Values FallNBA China Progresses4) NHL Ticket Sales Slow5) NASCAR Revenues Face ChallengesBest Teams Require Massive Investment6) Lucrative Television Rights Bring in Big Bucks7) World Soccer Faces Trouble Due to Lack of ParityMLS Holds Its Own8) NCAA Sports Are Big Business9) Golf Tournaments Face Sponsorship Challenge10) Fantasy Sports Post Growth, Creating 800 Million in Revenue Online11) Equipment Manufacturers Scramble to Offer the Latest High-Tech Advantages12) Lacrosse May Be the Fastest-Growing Team Sport in America13) Sports Agents Become IndispensableSports Marketing Booms in China14) New Platforms Revolutionize Electronic GamesMicrosofts New Kinect Raises the Standard15) Bowling Looms LargeThe Least Expensive Sports and Recreation Activities Draw the Most Participants16) Aging Baby Boomers Will Cause Significant Changes in the Leisure Sector, Including Sports and Activity-Based Travel17) Athletic Footwear...



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