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management of sports events
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The framework offers a
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importance of a strategic
approach, and shows how to
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can achieve successful
sports events over the short
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USA Track and Field: bidding
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He teaches undergraduate and

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postgraduate courses in
Sport Marketing, Strategic
Management, Sport Promotions
and Public Relations, Sport
Broadcasting and Sport
Organisation. Adam is the
current Secretary of the
Sport Management Association

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of Australia and New Zealand
(SMAANZ) and is the Chair of
the Deakin Sport Management
Alumni Chapter Advisory
Committee.

**Professional Sport
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Sports events – whether large international events, or smaller niche interest events – has huge and long-lasting impacts on the local environment, economy and industry.

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management of sports events

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of all scales and nature.

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sports events over the short
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the IOC to invite potential
candidate cities to present

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an Olympic project that best matches their sports, economic, social and environmental long-term planning needs. 1.

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