

Sport Business in Leading Economies

Edited by James J. Zhang, Haiyan Huang, and John Nauright. Published 2018 by Emerald Publishing, Bingley, UK. \$100.00. 534 pp. ISBN: 978-1-78743-564-3

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Free transnational movement of labor, capital, and ideas epitomizes the process of globalization that has fostered increased global interaction and integration among people, companies, and governments. Sport both influences and is heavily influenced by the connectedness and interdependence in the global community. *Sport Business in Leading Economies* offers a comparative analysis of the sport businesses of countries identified as leading economies as the book's editors and authors delve into the past, present, and future of the environment encompassing each domestic sport market.

The editors' and contributing authors' understanding of a leading economy is not confined to the traditional conception of developed countries mostly located in the western hemisphere; it embraces three countries in the Far East (Korea, China, and Japan) that attained significant economic growth in the latter half of the previous century. Also included are examinations of Brazil, Russia, and South Africa, the countries that compose the three pillars of the five BRICS nations (which also include India, China). Not only do the editors offer a balanced continental distribution of nations to be introduced, but they also present a wider spectrum of political systems reaching from representative democracies to socialist states, which enables the reader to grasp the political influence on the promotion and development of sport business in each country. In total, 11 countries are presented by the various chapter authors: Australia, Brazil, Canada, China, Germany, Japan, Russia, South Africa, Korea, the United States, and the United Kingdom.

This book comprises 13 chapters, with the first chapter, authored by Zhang, Huang, and Wang, providing an introduction to the concept of sport business in the context of globalized sport marketplace. Each of the next 11 chapters covers a specific country and provides in-depth information on the historical development and present state of sport business in the country, as well as its socioeconomic and political dynamics. Taking the diversity between the introduced countries into account, the final chapter provides comparative analyses of the countries under the criteria of developmental characteristics and contemporary challenges and issues.

Although most of the chapters present their analyses in a somewhat similar order (e.g., historical background, present-day structure of sport business, future challenges), the vivid difference in the understanding of sport business and the striking diversity in the cultural, socioeconomic, and political environment of the countries necessitate flexibility by the chapter authors in terms of the unfolding of their analyses. This flexibility, in turn, ensures emphasis on the contents that are significant in each context. In the chapters for Australia (authored by Morgan and

Taylor), Canada (authored by MacIntosh), Germany (authored by Hallmann, Breuer, Disch, Giel, and Nowy), and the United Kingdom (authored by Nauright and Keech), for instance, the focus rests on policy development and its administration to explain the interplay between and development of professional sport, elite sport, and participatory sport within the greater structure of sport.

While following the typical format for the various chapters in this book, the analysis of sport business in the United States embraces the inclusion of the crucial subsectors of sport marketing, such as sport licensing, sport product manufacturing, and broadcasting. Also, a significant portion of the chapter is spent on depicting professional sport in the country. While the chapters introduced above unfold their analyses in a similar order, the analyses of the three Far East countries use a different approach and content presentation to show the distinctive values of sport businesses that are unique in these societies. Despite their regional proximity, the three Far East countries reveal striking differences in understanding their sport business. For instance, the chapter that investigates Korea (authored by Kang) specifically focuses on the concept of the sport market value network (SMVN) in order to help readers comprehend the various markets (e.g., professional, amateur, participatory sport) that buttress the structural foundation of the sport market. As revealed in the chapter on China (authored by Huang, Wang, and Wang), the Chinese sport industry, on the other hand, has witnessed a rapid growth in recent years prompted by the governmental initiative to prioritize sport as part of national strategical planning, whereas (as noted in chapter 7 on Japan, authored by Matsuoka and Arai) Japan's emphasis on its systematic approach to broaden the base for public participation in sport is demonstrated. The chapter authors explain that Japan bases its success in the close ties between sport and education that provide essential ingredients for raising elite athletes and developing a professional sport industry.

Brazil and Russia are examined in chapters 3 and 8, respectively. Both of these countries have hosted major global sporting events in recent years and thus the authors of the respective chapters focus on the explanation of the legacies left by the events. For instance, Schausteck, de Souza, and Marchi, Jr., write about Brazil, a country that hosted the 2014 World Cup and 2016 Rio Summer Olympic Games, and in their analysis they concentrate on identifying both positive and negative ramifications of hosting global sporting events. The authors assert that the propensity of economic benefits engendered by each hallmark event is not being realized among the most vulnerable population of the country's society. In contrast, the author (Swart) of the chapter on South Africa, the sole country to represent the continent of Africa in this text, cover socioeconomic aspects of sport in the country, such as financing of sport programs and facility management in the major cities.

This text is a nice collection of in-depth illustrations of the various countries' sport-business enterprises, activities, and influences. The information covered in the various chapters helps the reader gain a good understanding of the vivid differences in sport-business sectors across the 11 countries examined. The book's greatest value lies in the fact that the editors and chapter authors examine the countries from a holistic viewpoint, which regards the uniqueness in the history, politics, and social dynamics of each one that exert great influence on shaping the current niche of sport business. But objectivity must be achieved when broaching politically contentious issues such as the Crimean status referendum in 2014. With