



The Sport Business Future

A. Smith, H. Westerbeek

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The Sport Business Future examines the impact of powerful changes on the business of sport, including human-computer interfaces, gene therapy and artificial intelligence. It focuses upon probable future trends, including the athlete of the future, corporate sport citizenship and environmentally friendly 'green' sport. The Sport Business Future , written by experts in the area, is a contentious but influential contribution to debates about sport, business and society in the future.

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