



Sport Law: A Managerial Approach

By Linda Sharp, Anita Moorman, Cathryn Claussen

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Sport Law: A Managerial Approach, third edition, merges law and sport management in a way that is accessible and straightforward. Its organization continues to revolve around management functions rather than legal theory. Concise explanations, coupled with relevant industry examples and cases, give readers just enough legal doctrine to understand the important concepts that apply to each area. This book will help prepare students as they get ready to assume a broad range of responsibilities in sport, education, or recreation.

Whether readers work as coaches or teachers; administer professional programs; manage fitness/health clubs; or assume roles in a high school, college, Olympic, or professional sport organization, legal concerns will inevitably be woven into their managerial concerns. This book provides knowledge of the law that helps create a competitive advantage and build a more efficient and successful operation that better serves the needs of its constituents.

New to the Third Edition

New/expanded discussions and analysis of current and relevant legal issues. For example, the use of unpaid interns and unpaid volunteers; Bountygate, organizational liability for violent acts of players, and the power of the NFL commissioner; parody and social media; FTC guidelines for endorsers

New case opinions. For example, *Bouchat v. Baltimore Ravens*; *Glatt v. Fox Searchlight Pictures*

New focus cases. For example, *Hart v. Electronic Arts, Inc.*, *Hamill v. Cheley Colorado Camps, Inc.*, *Geczi v. Lifetime Fitness*, *Limones v. School Dist. of Lee County*; *Woodman v. Kera LLC*

New competitive advantage strategies. For example, construction safety; ticket sales; worker's compensation and student-athletes

Discussion of the legal issues revolving around social media use. For example, *Mendenhall v. Hanesbrands* and the use of Twitter by professional athletes; IOC guidelines regarding the use of social media by athletes and journalists; social media policies at the high school and collegiate levels

Real-world applications. The book is intended for future sport managers, and topics are clearly related to specific roles and functions; relevant and timely examples throughout help generate enthusiasm and lively class discussions.

Continued focus on both sport participation and recreation. Sport managers in a variety of organizations can use the legal issues discussed throughout.

Reader-friendly tone. Legal theories are clearly explained in student-friendly language.

Special Features of the Book

Managerial context tables. Chapter-opening exhibits act as organizational and study tools identifying managerial contexts in relation to major legal issues, relevant law, and illustrative cases for the chapter.

Case opinions, focus cases, and hypothetical cases. Legal opinions--both excerpted (case opinions) and summarized (focus cases)--illustrate relevant legal points and help readers understand the interplay between fact and legal theory. The cases include questions for discussion, and the instructor's manual provides guidance for the discussion. Hypothetical cases further highlight topics of interest and include discussion questions to facilitate understanding of the material; analysis and possible responses appear at the end of the chapter.

Competitive advantage strategies. Highlighted, focused strategies based on discussions in the text help readers understand how to use the law to make sound operational decisions and will assist them in working effectively with legal counsel.

Discussion questions, learning activities, and case studies. Thoughtful and thought-provoking questions and activities emphasize important concepts; they help instructors teach and readers review the material. Creative case studies stimulate readers, as future sport or recreation managers, to analyze situations involving a legal issue presented in the chapter.

Annotated websites. Each chapter includes a collection of web resources to help readers explore topics further. Accompanying the web addresses are brief descriptions pointing out key links and the sites' benefits. Bookmarking these sites will help readers in future research or throughout their careers.

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Editorial Review

Review

"Compared to similar books, this text is clearly superior in terms of its practical approach and explanation of legal concepts." Scott Bukstein, University of Central Florida

"The book is easily digestible, and much of that comes from the ability to relate the topic to specific roles and functions. This allows for some creative exercises and guest speakers where, again, students connect theory to its applicability in the real world. Many other sports law texts fail to put their material into such a context." Joshua Gordon, University of Oregon Lundquist College of Business and Sports Conflict Institute (SCI)

"Many students are anxious about taking a law course. The authors were able to get through that anxiety by using a style that speaks to the students and what they need to know in order to be successful in the sport industry. . . . The chapters contain solid case studies that further explain the legal points of the chapter." Dina Gentile, Endicott College

"I think the authors do a great job of presenting the material It lends itself to lively classroom discussions." Mike Gilleran, University of San Francisco and Santa Clara University Institute of Sports Law and Ethics

"For our program, this is the perfect book. We have a wide variety of skill levels, and very few of our students are contemplating law school. The managerial approach is just what is needed, rather than the encyclopedic nature of most other sports law texts." Glenn Gerstner, Chair, Division of Sport Management, St. John's University

"Very comprehensive and excellent look and feel. Students find it engaging and thorough." David Garrison, Ohio Christian University

"The book is terrific, and makes 'Legal Aspects of Sport' one of my favorite courses to teach. My students continue to say good things about the text and to benefit from it in a variety of ways." Robert Malekoff, University of North Carolina

The organization around managerial functions "is the reason I switched to this book in the first place. This unique approach puts readers in the mind set of being managers and helps them review all the legal issues they face." Rey Trevino, University of Houston

About the Author

Linda A. Sharp is a professor in the University of North Carolina Sport Administration graduate program, teaching sport law and ethics. Throughout her career she has lectured on legal topics related to sport, recreation, and physical activity for audiences ranging from academics in sport law, sport management and business law to university counsel, student affairs professionals, athletic directors, coaches, and managers of health and fitness clubs. Her lecture and workshop topics focus primarily on contract and tort law issues

related to educational sport. Some representative presentations include liability issues related to coaching, risk management issues for college sport programs, employment law issues including negligent referral, liability for the eating-disordered athlete, Title IX issues and negligence liability, negligent misrepresentation issues in education, contract issues in athletics including coaching contracts, liability concerns relating to the recruiting of student-athletes, the Equal Pay Act and coaches, medical concerns of college athletes, and liability issues related to on- and off-campus sports and recreational activities. She has presented workshops that deal with comprehensive risk management strategies in athletic and recreational sport programs. Sharp is also an affiliated consultant with NCHERM, the National Center for Higher Education Risk Management.

Anita M. Moorman is a professor in Sport Administration at the University of Louisville, US, where she teaches sport law and legal aspects of sport. She was admitted to practice before the United States Supreme Court in 2000 when she served as co-counsel for nine disability sport organizations and prepared an amicus curiae brief in the landmark Americans with Disabilities Act case involving the disabled professional golfer Casey Martin and the PGA Tour (*Martin v. PGA Tour, Inc.*). Moorman has served on the editorial board of the *Journal of Sport Management*, *Journal of Legal Aspects of Sport*, and the *Sport Marketing Quarterly*, and she is the editor of a feature column in the *Sport Marketing Quarterly* entitled Sport Marketing and the Law. Moorman also actively participates in the North American Society for Sport Management, Sport & Recreation Law Association, and the Academy of Legal Studies in Business; and is a member of the National Sport Law Institute. Her research interests include commercial law issues in the sport industry; and legal and ethical issues related to sport marketing practices, brand protection, and intellectual property issues in sport.

Cathryn Claussen, is a Distinguished Professor of Title IX and Gender Equity in Sport at Washington State University, US. She brings a wealth of practical experience to her teaching and scholarship, including collegiate coaching experience and having played tennis professionally. Additionally, she chaired Bowling Green State University's Equal Opportunity Compliance Committee, as well as the Gender Equity subcommittee of BGSU's Intercollegiate Athletics Committee. Nationally known for her work in civil and constitutional rights in the context of sport, Claussen's many scholarly publications include book chapters on constitutional law issues, as well as product liability. She has published research in such journals as the *Journal of Legal Aspects of Sport*, the *Journal of Sport Management*, the *University of Miami Entertainment & Sports Law Review*, and the *Marquette Sports Law Review*, among others. Specific research topics include the use of interest surveys in determining gender equity in intercollegiate athletics, issues surrounding gambling on sport, ethnicity discrimination relative to the use of Native American team names and logos, disclosure of information regarding the HIV-positive status of student-athletes, gender equity in coaching salaries, and the constitutionality of mass searches of sports spectators.

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