



# Finding Information on **Sports Management**

If you need assistance at any point in your research, please contact a reference librarian at [nhtireference@ccsnh.edu](mailto:nhtireference@ccsnh.edu) or by phone at 603-271-7186.

## To find books, CDs, and DVDs in the library

**Search tips:** Search for books in the library catalog (see also General Research Guide). Start with a keyword or subject search. Select Concord as your location. When you find an interesting book, look at the subject headings in the record.

By selecting any one of those links, you can refine your search to include all books with that particular subject heading. Be sure to write down shelf location and call number to locate the book.

Library	Shelf Location	Call Number	Item Status
Concord	General Collection	GV429 .B87 2010	Available

**Examples of keywords:** Athletics, sports administration, facility management, winter sports, sports journalism

**Browsing:** You can also browse the shelves at the library. The books in the library are organized by the Library of Congress Classification system, which uses letters and numbers as a code for a subject. This code is referred to as the call number. The following LC classes will be helpful to you: **GV- for Recreation**

### **Select NEW BOOKS available in our collection:**

*Business of Sports* edited by Rosner & Shropshire GV713 .B87 2010  
*Cities and Sports Stadiums: A Planning Handbook* edited by Kemp GV429.A2 C57 2009  
*Facility Management for Physical Activity and Sport* edited by Sawyer GV401 .F32 2009  
*Managing Intercollegiate Athletics* by Covell & Barr GV351 .C68 2010  
*Marketing the Sports Organisation* by Ferrand & McCarthy GV716 .F473 2009  
*Practical Guide to Sport Management Internships* edited by Miller & Seidler GV713 .P73 2010

### **Select REFERENCE BOOKS available in our collection:**

*Directory of Business Information Resources* REF HF54.52.U5 D567 2005  
*Encyclopedia of Business and Finance* REF HF1001 .E466 2007  
*Encyclopedia of Small Business* REF HD62.7 .H553 2007  
*National Trade and Professional Associations of the United States* REF HD2425 .D53 2007  
*Sports Market Place* HD9992.U5 S667 2005

### **Select DVDs and CDs available in our collection:**

*Evening the Odds: Is Title IX Working?* DVD GV706.5 .E946 2004  
*Fitness Management* DVD GV428.5.T43 F588 2006  
*Sport & Psychology* DVD GV706.4 .S667 2000

## Reserved Books

Go to the circulation desk to sign out books and other materials assigned by your class instructor. These resources are for use in the library only. Reserved books are identified in the library catalog as RESERVE COLLECTION – Please see Circulation.

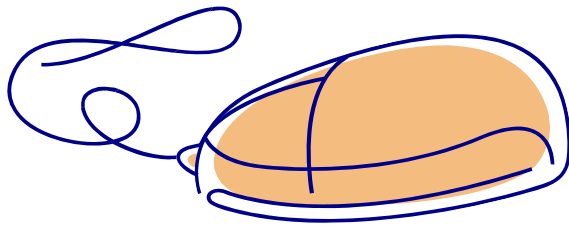
## Magazines and Journals

The following print magazines and journals are available in the library but cannot be checked out. Articles may be scanned at the BookScan Station and emailed or saved to a USB drive. A coin-operated photocopier is also available. A list of all the magazines can be accessed from the library's homepage. Select Union List of Periodicals.

- *Athletic Business*
- *Athletic Management*
- *Business NH*
- *Bloomberg Business Week*
- *Fitness*
- *Fortune*
- *INC*
- *Money*
- *New Hampshire Business Review*
- *New Hampshire Magazine*
- *Sports Illustrated*
- *Ski*
- *Sports Travel*
- *Streets & Smith's Sports Business Journal*
- *Wall Street Journal – at Circulation Desk*

## Electronic Resources

Off-campus access to electronic resources is restricted to members of the NHTI community. Use these instructions to access electronic resources off-campus.



### **Logging in to Electronic Resources Off-Campus:**

#### **Students:**

If your email address is **jdoh123@students.ccsnh.edu**  
then your username is **jdoh123**

#### **Faculty and Staff:**

If your email address is **jdoh@ccsnh.edu**  
then your username is **jdoh**

**In both cases your password is your email password.**

## eReference

**Credo Reference** is a multidisciplinary reference collection including directories, encyclopedias, fact or reference books and full-text books.

Sample titles:

- *BUSINESS: The Ultimate Resource*, 2009
- *Encyclopedia of Applied Psychology*, 2004
- *Encyclopedia of International Media and Communications*, 2003
- *Key Concepts in Sport & Exercise Sciences*, 2008

**Gale Virtual Reference** is a multidisciplinary database of directories, encyclopedias, fact or reference books; full-text periodicals/journals; full text newspaper and other news sources; full-text ebooks and historical collections in digital format. (Password- conc90075)

Sample titles:

- *Encyclopedia of Business and Finance*, 2006
- *Encyclopedia of Major Marketing Campaigns*, 2007
- *Encyclopedia of Small Business*, 2007

## eBooks

**eBooks on EBSCOhost®** is an online collection of ebooks. Search by topic or title and view the full text of digital books. Create notes, download to portable devices, save, cite and email options available.

Sample titles:

- *Cases in Sports Marketing* by McDonald and Milne, 1999
- *Handbook of Sports Psychology* by Singer, Hausenblas, and Janelle, 2001
- *How You Play the Game: Lessons for Life From the Billion-Dollar Business of Sports* by Colangelo and Sherman, 1999
- *Sport Marketing: Managing the Exchange Process* by Milne and McDonald, 1999

**EBRARY** is an online e-book database listed on the Library's Database Page. The ebrary collection contains thousands of books that can be accessed off campus 24/7.

Sample titles:

- *Economics of Sport and Recreation* by Gratton and Taylor, 2000
- *Elusive Fan: Reinventing Sports in a Crowded Marketplace* by Rein, Kotler, and Ryan Shields, 2006
- *Golfonomics* by Shmanske, 2004
- *Public Dollars, Private Stadiums: The Battle Over Building Sports Stadiums* by Delaney and Eckstein, 2004
- *Ultimate Guide to Sports Marketing* by Graham, Goldblatt, and Neirotti, 2001

## eJournals

**The Sport Journal** [www.thesportjournal.org](http://www.thesportjournal.org)

Monthly refereed journal covering sports medicine, coaching and sports management.

## Article Databases

The NHTI Library subscribes to comprehensive article databases: **EBSCOHost**, **JSTOR** and **ProQuest**. All are accessible via the library homepage. The lists below are just a selection of the many titles available in these Databases. If you are looking for a particular title check the publications list in each database. **All databases may be searched by topic keywords.**

**EBSCOHost** Provides online access to articles, e-books, and reference books. Create your personal MyEBSCOhost account to save and organize your research with folders, save preferences, save and retrieve search history.

Sample titles:

- *International Journal of Sports Marketing & Sponsorship*
- *Fitness Business Pro*
- *Journal of Leisure Research*
- *Sporting News*

**JSTOR** Contains more than a thousand academic journals and over 1 million images, letters, and other primary sources. Main focus is arts and humanities. Register a MyJSTOR account in order to save, email and export citations.

Sample titles:

- *Journal of Risk and Insurance*
- *Management Science*
- *Operations Research*

**PROQUEST** Access journal, magazine, and newspaper articles. Also contains e-books. Primary subject focus is news, science, and business. The My Research feature lets you save documents you find useful and view details from your searches during your ProQuest session. You can then print a bibliography and email or export several documents at once.

Sample titles:

- *International Journal of Sport and Exercise Psychology*
- *International Journal of Sport Finance*
- *Research Quarterly for Exercise and Sport*

## eResource

**Datamonitor360** provides original industry, company, market analysis, and country reports and data based on published research and primary and secondary data sources. This growing collection currently includes:

- 6,000 industry profiles
- 650 full-text strategic management and market analysis reports on selected industry sectors
- Market data on 150 consumer products in 55 countries
- 31,000 company profiles
- 2,500 company SWOT analyses
- Summaries of 180,000 M&A and financial deals
- 100 country profiles
- Economic and demographic indicators for over 200 countries

## Internet Resources

### **Bplans.com** [www.bplans.com](http://www.bplans.com)

This website includes a searchable database of over 500 sample business plans; over 100 of them are free.

### **Center for Business Planning** [www.businessplans.org](http://www.businessplans.org)

The Center for Business Planning provides any business manager or entrepreneur with a set of resources to help in creating a business or managing a business. Offers information on every area of planning a business including market analysis, legal issues, competition, etc.

### **Managerwise** [www.managerwise.com](http://www.managerwise.com)

This site offers resources related to the theory and practice of business management and provides links to business schools worldwide.

### **New Hampshire Economic Conditions** [www.nh.gov/nhes/elmi/econanalys.htm](http://www.nh.gov/nhes/elmi/econanalys.htm)

Monthly publication which highlights economic developments affecting the state, including: seasonally and non-seasonally adjusted labor force, nonfarm wage and salary employment estimates, unemployment compensation claims data and U.S. Consumer Price Index information.

### **SportsManagement.com** [www.sportsmanagement.com](http://www.sportsmanagement.com)

Where sports executives and job seekers come together; a community for executives, students, job seekers and professors.

### **SportQuest** [www.sirc.ca/online\\_resources/sportquest.cfm](http://www.sirc.ca/online_resources/sportquest.cfm)

Browse a vast collection of sport-related website links, visit the Sports area for listings by sport or visit the Topics area to list all other subject headings such as sports science, fitness, Olympic games, and all other areas of interest. A Canadian organization.

## Associations

**International Facility Management Association** [www.ifma.org](http://www.ifma.org) Current information to for facility managers. Short articles, job postings and industry knowledge.

**North American Society for Sport Management** [www.nassm.com](http://www.nassm.com) This site includes information related to sport marketing, employment perspectives, management competencies, leadership, sport and the law, personnel management, facility management, organizational structures, fund raising, and conflict resolution.

## Online Career Resources

**Career Library** features Industry Career Guides, Career Profiles, Job Application and Interview Advice. Career Library can be accessed through the Databases page.

**Learning Express** Access is through the NHTI Library Databases page. Online tutorials in all NHTI skill-areas. Includes assessment, skill-building, and test preparation. Learning Express provides professional hand scoring of writing and provides targeted direction for further study. Offers test preparation for GED, AP, SAT, ACT, GRE, GMAT, MCAT, TOEFL, ASVAB, civil service, and a full range of professional licensing exams. Available 24/7 from anywhere. Free registration required for access.