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The Economics of Professional Road Cycling (Sports Economics, Management and Policy)

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Over the past decade, a growing body of academic literature on the economics of road cycling has been amassed. This book is the first volume to bring together a majority of the academic research and knowledge on the economics and management of professional road cycling. Each chapter treats a particular economic aspect of the sport, from organizational structure to marketing, labor, game theory, and competitive balance. By discussing the existing research and complementing it with the newest concepts, ideas and data on professional road cycling, this book sets an agenda for further academic research while providing insights for all stakeholders in cycling: governments, cycling's governing bodies, team managers, race organizers, sponsors, media. Furthermore, the unique characteristics of the sport of cycling explored within this text inform broader management and industrial organization research, as they extend analyses of team labor, broadcast revenue generation, and sponsorship financing models. This book is equally of interest to academic researchers, students studying sports economics, and policy makers, such as race organizers, team managers, and sponsors.

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