

Myofascial Release at Home

Myofascial Release
Self-Treatment Guide.
Drug Free Methods and
Tools to Stop Your Pain.



Robert Ryder

Digital Sport Marketing

Concepts, Cases and Conversations



Alan Seymour and Paul Blakey

THIEME

Atlas of Anatomy

Head and Neuroanatomy

Michael Schuenke
Erik Schulte
Udo Schumacher

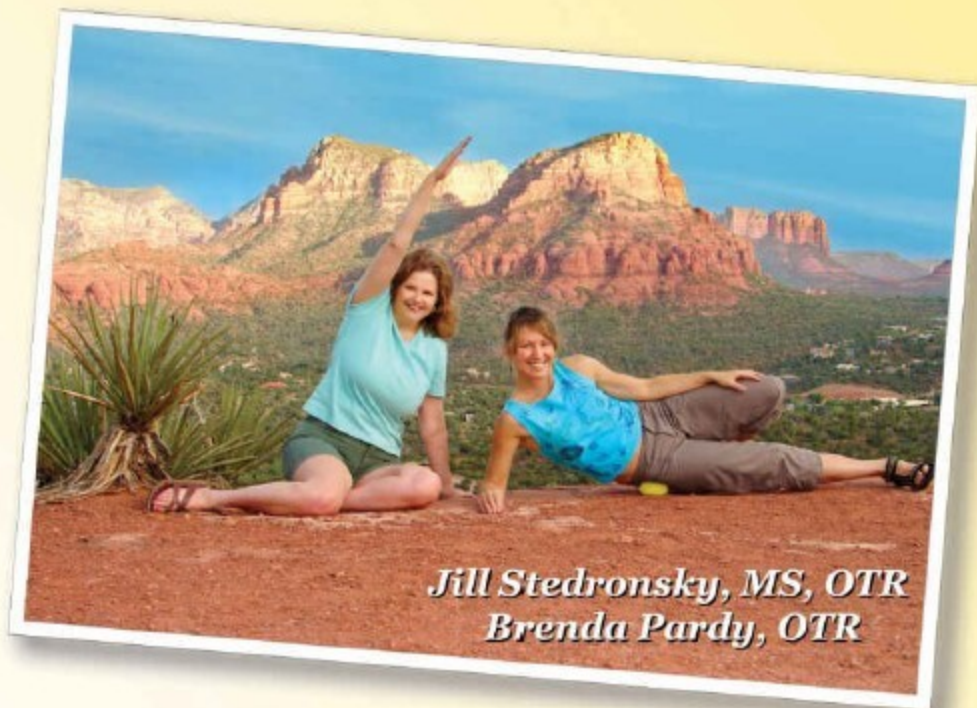
Consulting Editors
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Edward D. Lamperti
Ethan Taub

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Karl Wesker



MYOFASCIAL STRETCHING

A Guide to Self-Treatment



Jill Stedronsky, MS, OTR
Brenda Pardy, OTR

Foreword by
John F. Barnes, PT

7th Edition

Rohen ■ Yokochi ■ Lütjen-Drecoll

Color Atlas of Anatomy



A Photographic Study
of the Human Body



Wolters Kluwer | Lippincott Williams & Wilkins
Health

thePoint*

ANDREW C. BILLINGS • MICHAEL L. BUTTERWORTH

FOURTH EDITION

COMMUNICATION AND SPORT

SURVEYING
THE FIELD





Managing Major Sports Events

Theory and Practice

Second Edition

Milena M. Parent and Aurélie Ruetsch





SECOND EDITION

MANAGING SPORT EVENTS

INCLUDES WEB RESOURCE

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Leigh Ann Danzey-Bussell
David J. Shonk**

ORGANIZATIONAL BEHAVIOR IN SPORT MANAGEMENT

An Applied Approach
to Understanding People
and Groups



Christopher R. Barnhill
Natalie L. Smith and Brent D. Oja





Routledge Research in Sport, Culture and Society

SPORT AND MEDIATIZATION

Kirsten Frandsen



Mark Piekarz

ROUTLEDGE

Sport Operations Management and Development

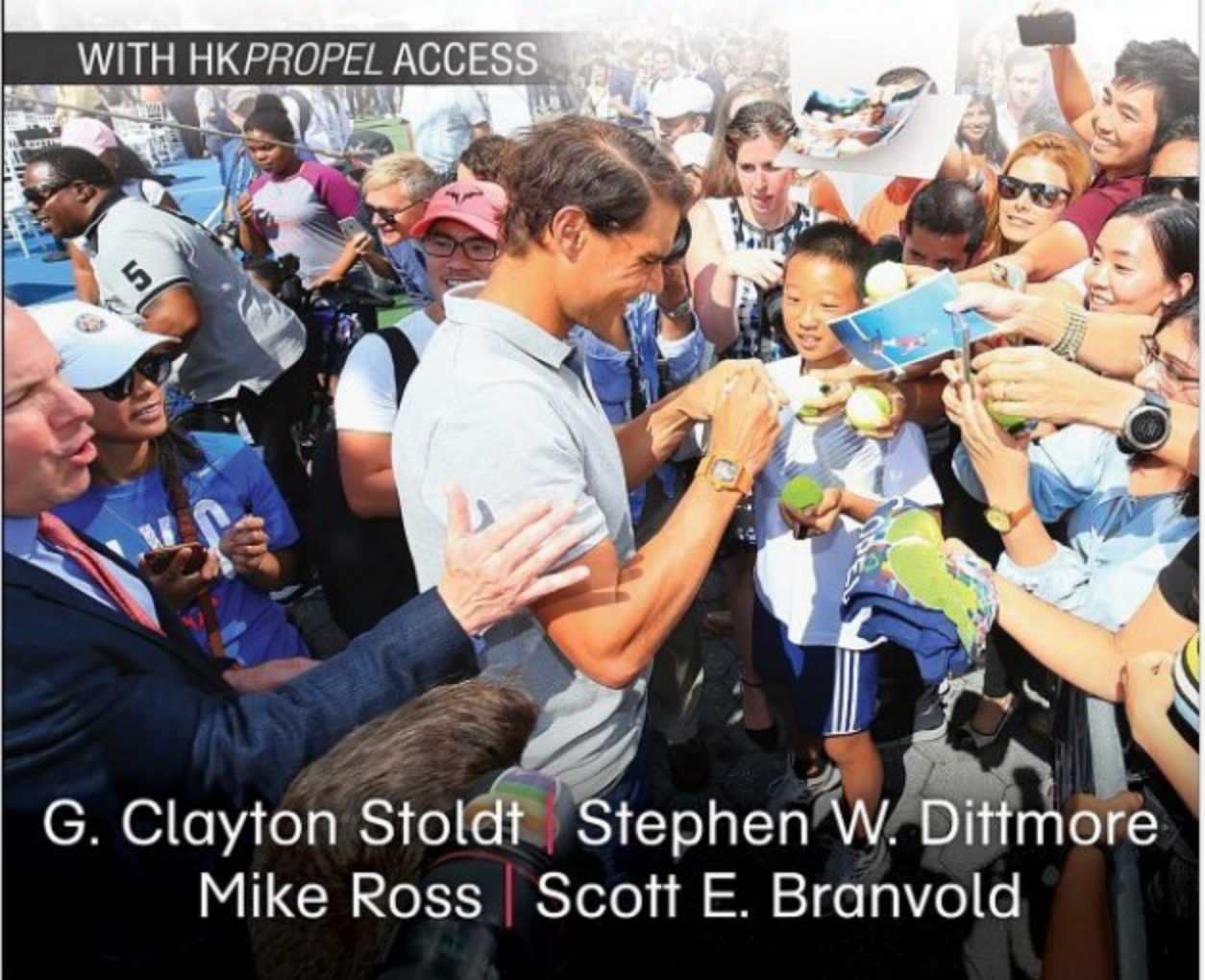
An Applied Approach



THIRD EDITION

Sport Public Relations

WITH HKPROPEL ACCESS



G. Clayton Stoldt | Stephen W. Dittmore
Mike Ross | Scott E. Branvold

6th Edition

Sports Marketing

A Strategic Perspective

Matthew D. Shank and Mark R. Lyberger



Sports Publicity

A Practical Approach

THIRD EDITION

JOE FAVORITO





THIRD EDITION

Strategic Sport Communication

Paul M. Pedersen › Pamela C. Laucella
Edward (Ted) M. Kian › Andrea N. Geurin

Contributions to Management Science

Michal Varmus
Milan Kubina
Roman Adámik

Strategic Sport Management

Sustainability of Sports Clubs

 Springer

The background of the cover is a collage of various sports stadium scenes. At the top, there are several smaller images of stadium seating filled with spectators. Some of these images include advertising banners for 'Herald Sun' and 'AVIVA'. The central part of the cover features a large, high-angle photograph of a rugby match in progress on a green field. The stands are packed with fans, many holding yellow flags. Advertising banners for 'SUBWAY' are visible along the perimeter of the field. The overall theme is sports and stadium marketing.

STRATEGIC SPORT MARKETING

4TH EDITION

David Shilbury, Hans Westerbeek, Shayne Quick,
Daniel Funk, Adam Karg

ROUTLEDGE





THE EVOLUTION OF SPORTS SOCIAL MEDIA

AARON EISMAN

THIRD EDITION

Understanding Sport Organizations

*Applications
for Sport Managers*

Trevor Slack, Editor
with Terri Byers and Alex Thurston