



## Contemporary Management in the Football Clubs

By Samur, Serdar

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | After the 1990s, changes in the football world helped to rapidly develop and grow the economy of football. The development of digital broadcasting opened up more commercial opportunities, leading the football industry to build a more commercial structure. With the effect of those changes, commercial incomes, sponsor revenues, stadium and facilities incomes, and betting incomes have increased over time. This rapid change also brings several problems that threaten the sustainability of football in the long term. To protect against these threats and ensure football's viability, UEFA published club licensing and fair play criteria, the so-called UEFA Criteria. These criteria cover sports and labor (players's development); youth system and playing environment (providing a safe and well-equipped facilities to players, spectators, and press); financial criteria and capital (the audit and control of financial statements); personnel, administrative, and enterprise criteria (having proper management and organizational levels); and legal criteria that underline the legal requirements for football organizations and the work they do. | Format: Paperback | Language/Sprache: english | 120 pp.



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