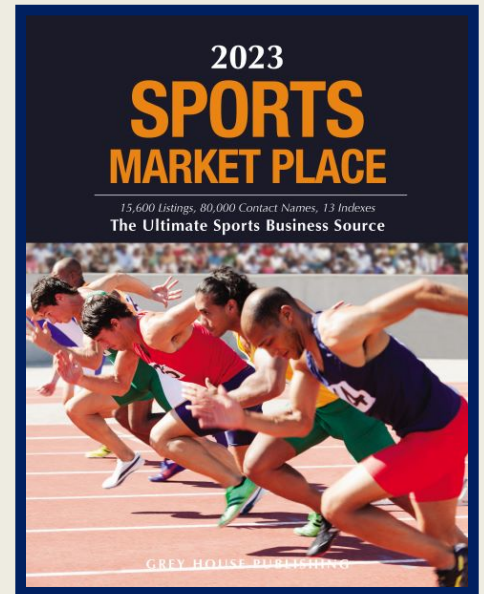


REVIEWS

Sports Market Place

“This title has long been considered the most comprehensive and definitive source of sports industry information, and the current edition continues the successful format: extensive lists of organizations, associations, events, media outlets, and sports executives. The 2022 version contains 13,000 listings; 11,443 websites; 6,273 email addresses, 37,707 key executive contacts; and 2,070 sport-specific organizations. Emphasis is on North American sports and organizations, with coverage of 103 different sports. The work begins with a three-part introduction, a highlight of which is a 2022 Sports Industry Outlook Report; this is followed by nine chapters of listings for sports; media; sponsors; professional services; facilities; manufacturers and retail; and events, meetings, and trade shows. **Entries include company name, contact information, founding year, key personnel, and other detailed corporate information including extensive data on individual franchises in major professional leagues, such as the National Basketball Association.** The concluding entry, executive, and geographic indexes are excellent aids for users who want to find listings or contacts efficiently. Like any yearly directory, currency may be an issue as venues, dates, and personnel change. However, for sports enthusiasts, those who work in the business of sports, users of sports marketing data, and academic libraries that support sports-management and sports-marketing programs, the directory remains a valuable resource. **VERDICT: A convenient, thorough, and well-organized source of information about the business side of sports.”**

-Library Journal, August 2022



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REVIEWS

"...The directory...is highly recommended for public libraries and academic libraries with sports management programs or strong interest in athletics."

-Booklist

"...this sizable directory of just about everything and everybody in the sports industry is jam-packed with contact information of executives for sport organizations, sponsors, agencies, and much more. The new edition has not only been expanded and completely updated, but also given a fresh new look and design..."

-Library Journal

"The main competition for this directory is the *Sport Summit Sports Business Directory*...This directory...has **more of a global focus**, and the physical tabs that divide each section make that resource [Sports Market Place Directory] easier to use..."

-ARBA

"This well written directory is a valuable resource for anyone who is interested sports... would complement any library."

-ARBA

"...*Sports Market Place Directory* is a **valuable resource for the sports business professional**, and should be considered **indispensable in academic and public libraries.**"

-The Sport Journal
Continued on page 3

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REVIEWS

“If doubts persist that sports is a major industry, this exhaustive reference volume will erase any such premise...Grey House has improved on a useful yet expensive comprehensive sports directory. **For the professional involved in any aspect of the sports business, this is an essential source. For the academic or public library supporting business research and activity, the directory will prove useful.**”

-ARBA

“This work is also available online with convenient search capabilities... **This directory is a must have for sports media professionals, agents, athletic directors, coaches, and equipment retailers. It will also be useful in larger public and academic libraries.**”

-ARBA

“*The Sports Market Place Directory* is an extensive...compilation of...sports-related listings...*The Sports Market Directory*... is as valuable today as when it first started. Other sources such as the Encyclopedia of Associations or Thomas Register of American Manufacturers contains sports related information, but the Directory brings together an incredible wealth of resources. While this source may be too expensive for smaller libraries, **it should be a stable in the reference section of academic and larger public libraries.**”

-*Journal of Business & Finance Librarianship*

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