

Today's high-performance sports business is more complex than ever before and presents new challenges to the industry at all levels. Sports organizations are fighting hard for the money and engagement of fans, media, and sponsors while facing unprecedented competition both domestically and internationally. The cost of doing business continues to rise, while traditional revenue streams are under increased pressure. In *The Sports Strategist: Developing Leaders for a High-Performance Industry*, authors Irving Rein, Ben Shields, and Adam Grossman demonstrate that relying too much on winning is a losing long-term strategy for dealing with these challenges. Instead, they argue that sports organizations must focus on identifying and maximizing key factors that, unlike winning, can be controlled and shaped. By building a more well-rounded business, sports strategists will position themselves and their organizations for sustainable success in the industry. Blending extensive industry experience and real-world case studies with their academic expertise, the authors arm students with the combination of the necessary tools to help them make better strategic decisions. Students will learn how to design identities, reinvigorate venue experiences, manage narratives, and maximize new technology in today's connected world. In addition, readers will explore how to implement business analytics, build public support, and apply ethics in decision-making. These techniques are vital to creating a successful sports organization that is ready to reap the benefits of winning when it does happen, without having to suffer when it does not. The demand for innovative leaders who can address these issues and make tough decisions on which challenges to prioritize has never been greater. *The Sports Strategist* is an essential resource for anyone looking to thrive in the sports industry.

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