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Vanessa Ratten

# Sport Entrepreneurship

Developing and Sustaining  
an Entrepreneurial Sports Culture

 Springer

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## Endorsements

Sports is not only an area of interest worldwide, but is one of the largest revenue producing industries globally. The field of entrepreneurship has moved beyond business startup to being an integral part of both small and large businesses. Dr. Ratten's book, *Sport Entrepreneurship*, explores the role of entrepreneurship in sport by focusing on how new products emerge in the market and the role of innovation. The book not only helps to understand why the sport's industry has so many new products and services, but the multiple of ways that it influences our lives and other industries. Key topics such as business model innovation are discussed in terms of the sport environment. The book is a must-read for anyone in sports or business.

**Dr. Arthur Rubens**

Professor Emeritus, Fulbright Scholar (Slovakia), Florida Gulf Coast University, Lutgert College of Business, Fort Myers, Florida

Dr. Vanessa Ratten's book is a must-read for businesses and researchers interested in sport entrepreneurship. She emphasizes the changing landscape of sport and encourages researchers to examine how entrepreneurship can influence the overall operation and success of the sport industry. She also calls on researchers to utilize other disciplines to develop and expand the field of sport entrepreneurship. Anyone who is interested in sport entrepreneurship will value this book, as it provides a unique glimpse into how entrepreneurship is intertwined with sport business and research.

**Natasha T. Brison, JD, PhD, Texas A&M University**

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## Foreword

First a disclaimer. In my self-deprecating moments, I sometimes refer to myself as “the least entrepreneurial person on the planet”. However, there is no limit to my admiration of entrepreneurs. I am drawn to their passion, drive, resilience, creativity and self-reliance. My first entrepreneurial hero was Dan Empfield, inventor of the triathlon-specific wetsuit in 1987 and the triathlon-specific racing bike in 1989. Not only did he have the technical and engineering skills to invent these products, he also had the business skills to make more than a little bit of money from his inventions.

Twenty-five years ago an undergraduate student told me she wanted to be an entrepreneur, but she did not know how to be one. Twenty-five years ago I said “I think that is a big part of being an entrepreneur. . . you have to figure many things out for yourself, there is no blueprint”. If I was asked that question today, I would probably say the same things, but add “You might want to read this book”.

This is a perfect time for a book about sport entrepreneurship to hit the shelves. Entrepreneurship is a major force of the global economy. The global sports industry continues to expand, challenged by the notion of being both bigger and better. The sports industry is many things—inspiring, engaging and emotional. There is no business like the sports business, and this book will provide readers with a head start, an informed start on creating value, either to make money or to improve the world.

The global sports industry renews itself constantly. This book will inspire conversations, not just between researchers but also between and amongst researchers, policymakers, managers and entrepreneurs.

This is the first book on sport entrepreneurship. But it is certainly not the first academic writing on the subject. The irony of this is that most of the academic writing on sport entrepreneurship already belongs to Vanessa Ratten. She is synonymous with sport entrepreneurship, having authored over 100 articles and book chapters related to entrepreneurship. This makes her not just an authority on the topic of sport entrepreneurship, this makes her the authority.

Entrepreneurship is not just a theoretical concept. It is a living, a lifestyle, a mindset and key, not just to a better sports industry but also to a better world. To this end, we are fortunate to have both Vanessa and this book.

Auckland University of Technology  
Auckland, New Zealand

Geoff Dickson

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## Acknowledgements

The writing of this book has been a long journey started many years ago but only recently coming to fruition. I thank my mum Kaye Ratten for enabling me to be educated and for encouraging me to follow my dreams. I am very grateful for her and recognize the value of education but also acknowledge her help and support. I also thank my dad David Ratten for finding news items related to sport entrepreneurship, which have been helpful examples used in this book. I am grateful to my brothers Hamish Ratten and Stuart Ratten for telling me what I should and should not be doing as younger brothers do to their older sister. Finally, I thank my colleagues and friends who have encouraged me to write this book. Thank you.



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# Contents

<b>1</b>	<b>An Introduction to Sports Entrepreneurship . . . . .</b>	<b>1</b>
<b>2</b>	<b>The Sport Industry and Entrepreneurship . . . . .</b>	<b>19</b>
<b>3</b>	<b>Game Changes in Sport: The Role of Innovation and Creativity . . . . .</b>	<b>35</b>
<b>4</b>	<b>Athlete Entrepreneurs . . . . .</b>	<b>51</b>
<b>5</b>	<b>Perspectives of Sport Entrepreneurship . . . . .</b>	<b>63</b>
<b>6</b>	<b>Sport Business and Entrepreneurship . . . . .</b>	<b>79</b>
<b>7</b>	<b>System Processes in Sport Entrepreneurship . . . . .</b>	<b>97</b>
<b>8</b>	<b>Ethics and Sport Entrepreneurship . . . . .</b>	<b>111</b>
<b>9</b>	<b>Sport Entrepreneurship Education and Policy . . . . .</b>	<b>125</b>
<b>10</b>	<b>The Future for Sport Entrepreneurship . . . . .</b>	<b>139</b>