### Fast Facts/Statistics

- **2018-209 NCAA Division I, II, III Manuals**
  Search WorldCat Discovery on the Library homepage by title, e.g. 2018-2019 NCAA Division I Manual.

### Sport Market Analytics (formerly SBRNet)
Market research and industry news covering all facets of the industry, including sports equipment sales, facilities, sports participation, sports broadcasting, sports sponsorship and sport marketing. Also, full text articles from over a dozen sport-related magazines and journals, including Sport & Technology and SportBusiness International are available. Note: Nichols College Username/Password required for Off-Campus Users.

### Consumer Brand Analytics
Access market size, demographics, social media and sports fan involvement for 200+ consumer brands in 19 product categories.

### Sports Marketing (Annual) [https://hub.nichols.edu/academics/conantlibrary/documents/ebooks/sportsmktg.pdf]
Statistics and summary information on a wide variety of sport-related markets and trends, including: advertising and sponsorship; the impact and future of sports participation; spectator sports; professional, collegiate and high school sports; sporting goods and equipment; facilities; and much more.

### Sports Market Place Directory [REF GV 744 S678 2019]
Ten chapters track 103 sports, from soccer and football to judo and yachting. Chapters include "Single Sports," "Multi Sports," "Media," "Sports Sponsors," "Agencies," "Events, Meetings, and Trade Shows," "Professional Services," "College Sports," "Manufacturers and Retailers," and "Facilities." Chapters, arranged by topic, begin with an alphabetical index of organizations, teams, or businesses. Entries include address, phone, fax, Web site, e-mail, key personnel, and detailed corporate data on more than 13,000 organizations and businesses. The "Single Sports" and "Multi Sports" chapters provide an overview of sports teams and organizations from professional and Olympic organizations to youth clubs and Halls of Fame. "Professional Services" lists sports medicine specialists, agents, attorneys, recruiting services, and more. In "College Sports," 1,584 college associations, athletic conferences, NAIA, and NCAA organizations are described, along with colleges and universities that offer degrees in sports management. The "Facilities" chapter contains the seating capacity and tenants (sports teams) of hundreds of stadiums, arenas, and tracks. Companies that support sports facilities, ranging from security, vending and concession, sound and video, ticket services, and architecture and design, are included.

### Statista [http://www.statista.com/markets/409/sports-recreation/]
Information, facts and market data on a varied set of topics related to sports and recreation. Includes professional sports (leagues), sports events & marketing, sports activities, wellness, hobbies as well as topics such as casino and online gambling and sports betting. Other fields of professional sports such as the major soccer leagues in Europe, tennis, golf and many more are also covered, as well as general participation figures in physical activities and, for example, the health/fitness club industry.

### Issue/Topic Sources

This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the...
sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament.

Presenting state-of-the-art research and evidence-based applications, this four-volume resource provides the most comprehensive and accessible information available on sports medicine. The *Encyclopedia of Sports Medicine* describes all aspects of the field with perspectives, concepts, and methods from the medical, behavioral, and social sciences and physical education.

**Handbook of Sports Studies** [REF GV 558 .H36 2002]  
Reviews major theoretical frameworks and research topics in sports studies---especially sport sociology. Also devotes chapters to economics, politics, sport psychology, the media, gender, racism, globalization, violence, drugs, and sport and society research from around the world. Each chapter provides an informative historical context and an organized conceptual framework for making sense of the relevant scholarly literature.

**Handbook of Sport Psychology** [REF GV 706.4 .H37]  
Covers wide range of topics including motivation, leadership, eating disorders, physical activity and mental health, sport injury rehabilitation, gender and cultural diversity, athletes with disabilities, and alcohol and drug use among athletes.

Twelve chapters discuss sports and American history, business and law, education, ethnicity and race, gender, literature, philosophy and religion, popular culture, psychology, science and technology, sociology and world history. Focus is on books in each topic; bibliographies at end of each chapter.

**Essentials of Sports Law, 4th ed.** [REF KF 3989 .W66]  
Review of the various sports law issues facing professional, intercollegiate, Olympic, high school, youth, and adult recreational sports. Major topics include tort liability, contracts/waivers, antitrust law, labor law, constitutional law, gender discrimination, drug testing, intellectual property law, broadcasting laws pertaining to sports agents, business and employment law, Internet gambling, and athletes with disabilities.

### Books & Articles

**WorldCat Discovery** is a single search box on the Library’s homepage that searches:

- All library-owned print books, including textbooks and reserves
- Millions of ebooks through eBook Central, Google Books, and the Hathi Trust Digital Library
- Journal articles, conference papers and newspaper articles from most of the Library’s databases
  - Some databases are better suited to being searched directly (see the next section)
- And books and articles outside of our library by selecting *Libraries Worldwide*
  - Request items from other libraries using the “Request Items” button

Simply enter your terms into the single search box on the Library home page, and click Search. Use the resulting options (print book or article; date range; author, etc.) on the left of the results page to refine your search.

**ONE SEARCH TO FIND THEM ALL**

Remember also that 'books' could easily be anthologies of articles or contain chapters on a number of different topics. See, for example:

**Sociology of North American Sport** [GV 706.5 E57]  
History of sport in North America, children, intercollegiate and interscholastic sport, violence and drugs, religion, politics, economy, mass media, race...
**Sport in Contemporary Society: An Anthology** [GV 706.5 S733]
mass media, violence, deviance, college sports, money, race, gender, sexuality

**Controversies of the Sports World** [GV 706.5 .P88]
vioence, gender, gambling, fans, race, money

Browse the Call Numbers of print books (find and look around the below locations in the book shelves):

- GV - Sport, Recreation, Leisure
- HD 9992-9993 - Sporting Goods Industry

### Other Article Databases

<table>
<thead>
<tr>
<th>Database Name</th>
<th>Access</th>
<th>Description</th>
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<tbody>
<tr>
<td>Sports Market Analystics (formerly SBRnet)</td>
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<td>CQ Researcher</td>
<td>BF</td>
<td>Online access to weekly reports that provide background information on current topics of widespread interest.</td>
</tr>
<tr>
<td>Issues &amp; Controversies</td>
<td>BF</td>
<td>Provides analysis for more than 250 controversial topics.</td>
</tr>
<tr>
<td>Nexis Uni</td>
<td>NF</td>
<td>News, company and industry information, financial information, and full text articles.</td>
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**Street & Smith’s Sports Business Journal**
Most current 5 issues are on Reserve at Circulation Desk. Older copies (several months) are in the Library Director's office.
Sport eJournals with Full-Text


Athletic Management [https://www.athleticmanagement.com/]

Marquette Sports Law Review [https://scholarship.law.marquette.edu/sportslaw/]

Sports Illustrated Vault Archive [https://www.si.com/vault/archive]


The Sport Journal [http://www.thesportjournal.org/]

USEFUL WEBSITES

Sport Information Resource Centre [http://www.sirc.ca/]
An international leader in sport information since 1973, the Sport Information Resource Centre (SIRC) identifies, collects, organizes, and disseminates information about sports, fitness and related fields. Provides a Virtual Resource Centre for Sports Information which serves as the library of the Coaching Association of Canada.

Rodney Fort’s Sports Economics: Sports Business Data [https://drive.google.com/drive/folders/1KEUJJJPDZxYUYHwRZshvUfTSuA_BT?usp=sharing]
Salary, attendance, income and expenses and more for major league baseball, basketball, football, hockey and England and European football associations.

Search the NCAA for its publications. Examples include Division Manuals, Revenue and Expenses reports and Records Books.

Sports Law [http://www.law.cornell.edu/topics/sports.html]
An overview of sports law plus a menu of legal source materials.

Social Issues/Hot Topics
Women’s Sports Foundation [https://www.womenssportsfoundation.org/research/articles-and-reports/]
See reports/articles/studies on elite female athletes, leadership, media coverage, participation, and more.

Excellent resource for studies on Women and Coaching, Title IX and Gender Equity, Media Representations, and much more.

Racial and Gender Report Cards [https://www.tidesport.org/racial-gender-report-card]
A comprehensive analysis of the hiring practices of women and people of color in the NBA, NFL, MLB, NHL, MLS, WNBA, ABL, and the NCAA! From The Institute for Diversity and Ethics in Sport at The University of Central Florida

Feminist Research Center: Empowering Women in Sports [http://www.feminist.org/research/sports/sports2.html]
A report on women in sports and Title IX from the Feminist Majority Foundation.

Career Information

Career Information

Career Opportunities in The Sports Industry [REF GV 734 .F545]
Information on more than 70 specific jobs, including duties, salary range, employment prospects and prerequisites.
Encyclopedia of Careers and Vocational Guidance [REF HF 5381 .E52]
Overviews of industries (Vol. 1) that include statistics on current employment, production and outlook for various career fields and career articles (Vol. 2 -5) that contain an overview, history, duties, education and other requirements, earnings, work environment and outlook.

For each job, provides a description of the work, working conditions, employment outlook, training and other qualifications needed, earnings, related occupations, and sources for additional information. The Library also has the print version at REF HF 5381 .A1 O36.