Contents

List of figures and tables vii
List of simulation exercises and case studies xi
Preface xiii
Notes on second edition xvii
About the author xix
Currency conversions xxi

Backdrop: cultural and commercial context 1
1 Financial literacy and the culture of sport 3
2 Sport as a special form of business 24
3 Financing big time sport 41
4 Wealth, profits and inequality in sport enterprises 57
5 Profiteering from sport cartels 72

Basics: foundation competencies 91
6 Complying with financial standards 93
7 Constructing the accounts 106
8 Making sense of the accounts 123
9 Budgeting for financial control 144
10 Price setting 160

Analysis: critical capabilities 177
11 Interrogating the accounts 179
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Dealing with financial mismanagement</td>
<td>196</td>
</tr>
<tr>
<td>13</td>
<td>Ensuring financial transparency</td>
<td>213</td>
</tr>
<tr>
<td>14</td>
<td>Doing feasibility studies</td>
<td>229</td>
</tr>
<tr>
<td>15</td>
<td>Undertaking cost–benefit analysis</td>
<td>242</td>
</tr>
</tbody>
</table>

*References* 269

*Index* 277