

**Book review**

**Marić, D. & Bošković, B. (2025).  
*SPORTS ENTREPRENEURSHIP, SPORTS CLUB MANAGEMENT, AND  
SPORTS MANAGERS*<sup>1</sup>**

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In the book titled "Sport Entrepreneurship, Sports Club Management, and Sports Managers," authored by Senior Lecturer Dubravko Marić, PhD and Prof. Branko Bošković, PhD, numerous issues from the domain of sports entrepreneurship, sports club management, and sports managers are addressed and systematically organised on a scientific basis following the presentation of introductory remarks. The book with the aforementioned title is the result of studying complexes, entrepreneurship, management, and sport as a significant area of social life, and its primary purpose is to serve as a textbook for students at the College of Sports and Health, students of related colleges and faculties, and sports managers.

The sequence of the listed sections and the issues within them, as well as specific segments within the issues and their mutual quantitative relationship, are proportionate to the significance of each section and issue as a segment of the book. The parts of the book are qualitatively harmonized so as to form a unified logical whole. Each part of the book (the issues addressed within them) is, in its essence and content, a logical continuation of the preceding part or issue, which ensures the book's necessary level of consistency and logic, both formally and substantially.

In this book, the topic is presented in a high-quality, accessible, clear, and contemporary manner. The authors offer theoretical viewpoints in the field of entrepreneurship and sports management, as well as practical illustrations of certain categories. The material in the book (textbook) is logically structured and presented in a completely clear and comprehensible way. The concepts discussed are precisely and clearly defined. The authors have successfully analyzed relevant concepts and perspectives of numerous authors, both domestic and foreign. By presenting different understandings of certain terms or theoretical concepts in the field of entrepreneurship and sport management, the authors have succeeded in stimulating the interest of the scientific and professional community in this complex subject matter.

Based on this, the subject of the book includes, in addition to the introduction and references, three main parts: (1) sports entrepreneurship, (2) sports club management, and (3) sports managers.

In the introductory part of the book, the authors emphasized the subject and aim of examining this complex topic, the purpose of the book as a textbook, and outlined its structure.

The first part of the book, titled "Sports Entrepreneurship," consists of 26 sections in which the authors, at the very beginning, define the concept, significance, role, opportunities, and trends in contemporary sport; the conditions and competition of sports entrepreneurship; point out the specificity of sports entrepreneurship in Serbia and developed countries; and list and analyze the legal and economic aspects of sports entrepreneurship. In this section of the book, the authors qualitatively address the internal and external environment of sports entrepreneurship and the factors that influence it. Special attention is devoted to entrepreneurial strategies, the business plan for entrepreneurship, and the management of scarce resources in sport.

Subsequently, the authors detail important issues from the domain of enterprises and sports organizations, such as: 1) characteristics of enterprises and sports organizations, 2) marketing in sports entrepreneurship; 3) entrepreneurship and investments in sport; 4) the sports industry and entrepreneurship; 5) business economics, management financing in sport, plan and analysis, and 6) accounting and bookkeeping in entrepreneurship.

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In the further elaboration of the first part, the functions of management are addressed: planning in entrepreneurship, organizing in entrepreneurship, leading in entrepreneurship, controlling in entrepreneurship, and their specificities in the domain of entrepreneurship, management, and sport are highlighted.

At the end of the first part, the authors successfully addressed significant issues of sports entrepreneurship, such as: 1) changes in entrepreneurship; 2) ecosystems in entrepreneurship; 3) E-Sport; 4) starting a business and innovation management in the field of E-Sport; 5) managing sporting events and sponsorship in E-Sport.

The second part of the book, titled "Sports Club Management," comprises 12 sections dedicated to sports club management, in which the authors discuss contemporary approaches to sports entrepreneurship and management, as well as the strategy, nature, and character of sports management. At the very beginning of this part, the authors successfully conceptually define the management of sports organizations and create their classification, followed by an analysis of the structure and character of sports clubs.

The subject of research in the second part of the book also includes significant issues from this complex topic, such as: philosophy and policy of sports club development; administrative and financial problems in the functioning of sports clubs; and incentives and constraints in the growth and development of sports clubs. At the very end of this part of the book, the basic functions of sports club management are addressed at the necessary level, namely: organizing as a function of sports club management; staffing and leading (or directing) as a function of sports club management; and controlling as a function of sports club management.

The third part of the book, titled "Sports Managers," contains 6 subheadings in which the authors very successfully and theoretically define sports managers by pointing out the role, significance, and characteristics of sports managers; analyzing the transformational sports manager model; and highlighting the significance of risk management in the functioning of managers in sports organizations and clubs, as well as their responsibility.

At the very end of this book, three contemporary issues are successfully addressed that contribute to raising the quality of this book as a modern textbook: management and managers in E-Sport are very successfully defined; the current organization of E-Sport and its vision for the future are presented; and ethics in E-Sport is discussed.

The authors, Senior Lecturer Dubravko Marić, PhD and Professor Branko Bošković, PhD have made a serious effort and given their significant contribution towards the scientific elucidation of numerous complex research problems in the field of entrepreneurship and sports management, both as a science and its practical implementation. As such, the book represents a relevant reading material and is a unique contribution to our literature in the field of entrepreneurship and management, and especially in the area of sports management as a very relevant and relatively new scientific discipline.

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