



La administración en el deporte (Deportes nº 26) (Spanish Edition)

Othón Díaz Valenzuela

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Una adecuada administración de las organizaciones deportivas, ya sean públicas o privadas, pequeñas o grandes, es fundamental para garantizar su éxito y, en consecuencia, el éxito de los deportistas a los que éstas representan. En esta completa obra, que se dirige tanto a autoridades del deporte como a deportistas y estudiantes de licenciaturas deportivas, el autor realiza un exhaustivo repaso sobre los conocimientos administrativos, legales y ?cales necesarios para lograr una dirección e?caz, así como de mercadotecnia, organizativos y de optimización de recursos. Incluye, además, un apartado sobre generalidades del entrenamiento deportivo. En sus catorce capítulos, divididos en cuatro partes, el lector hallará descritos los conocimientos, habilidades y experiencias necesarios para poder conocer en profundidad la administración de las organizaciones deportivas y, desde una perspectiva global, rentabilizar la inversión en el deporte, que en definitiva es inversión en la sociedad. Miembro permanente del Comité Olímpico Mexicano, Othón Díaz Valenzuela es viceministro del Deporte de Alto Rendimiento y catedrático de diversas asignaturas en el ámbito de la administración y la gestión deportiva en reputadas universidades de México.

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