

most useful to academic institutions with majors or researchers in the field. For those with limited budgets, it could replace several other encyclopedias focusing on narrower fields and provide a context for topics. In six volumes and for \$895 (or \$1,120 for the e-book), it is among the more expensive titles for a reference work in Geography. However, it also covers many topics in fuller capacity than others of its kind. For those without related departments and faculty, other smaller titles such as *The Dictionary of Physical Geography* (Blackwell, 2000) and *The Dictionary of Human Geography* (Wiley-Blackwell, 2009) could suffice.—*Edith A. Scarletto, Subject Librarian for Geography & Geology, Kent State University.*

Encyclopedia of Sports Management and Marketing. Edited by Linda E. Swayne and Mark Dodds. Los Angeles: Sage Reference, 2011. 4 vols. \$695 (ISBN: 978-1-4129-7382-3). E-book available (ISBN: 978-1-412-99415-6), \$895.

According to the publisher, the goal of this four-volume reference work is to provide “a comprehensive and authoritative overview of the state of sports management and marketing today” (publisher’s publicity flyer). The coeditors, both highly qualified academics with established credentials, also feel that this fairly new academic field needs a work that covers its very wide spectrum and helps legitimize this area as an academic discipline. The 328 authors of the entries are all from colleges and universities; they are listed with their affiliation in volume 1. Full color illustrations are scattered throughout the text.

The 825+ entries are arranged alphabetically and are the meat of the encyclopedia. They range from around one to eight pages. Each United States and Canadian professional team has an entry that goes beyond history and key figures to include brand management, marketing challenges, and ownership. One of the more interesting entries is “Integration of Sport, Globalization, and Commercialization.” The author begins with a general discussion of the terms and then narrows it down to sport. After that, sport, place, and commerce is discussed, then two case studies. One is about the branding of the New Zealand Blacks men’s rugby team and the second about Michael Jordan as representative of the evolving nature of commercialization, globalization, and sport. A further case focuses on challenges facing female athletes. The author concludes the entry with his name and affiliation, five see also references, and seven further reading suggestions which include books, journal articles, and online references.

Sports marketing is addressed in two ways: marketing of sports and sport-related products and the marketing of non-sports products and brands through sports figures or events. The terms and examples in this encyclopedia range from the very broad (Benchmarking) to the less broad (Tort Issues in Sports), to the very specific (Pricing of Parking).

Front contents include a reader’s guide, which groups the entries into 21 broad topics ranging from advertising (29 entries) to team management and marketing (138 entries). Other topics include sponsorship, social marketing, news

media, legal, and financing of sports. A sixteen-page alphabetical list of entries appears at the front of each volume. Volume 1 also lists the contributors and their affiliations and a chronology beginning in 1403 when soccer was first played in England and ending on March 3, 2011, with the expiration of the collective bargaining agreement (CBA) between the NFL owners and the NFL Players Association. Volume 4 includes an 8-page glossary, a resource guide containing two pages of books, 24 journal titles and 20 Internet listings. Six appendixes contain the Sports Agent Responsibility and Trust Act (SPARTA); the Anabolic Steroid Abuse Act; Title VII of the Civil Rights Act of 1964; Title IX, Education Amendment of 1976; the Uniform Athlete Agents Act (UTAH); and the Madrid Protocol. A comprehensive 91-page index lists items from AAFC to Zvonareva, Vera. Entry titles are in bold type. Photo credits conclude the volumes. Photos are in full color and include such items as team logos, a photo of Pittsburgh Steelers fans and their “terrible towels” (Fan Avidity), and President Obama throwing out the traditional first pitch to the Washington Nationals (Major League Baseball).

The 2009 Outstanding Business Reference Title *The Business of Sports* (Praeger, 2008) and *The Handbook on the Economics of Sport* (Elgar, 2006) are this work’s closest peers. Both assume some level of knowledge of business terms and sports industry concepts. The *Encyclopedia of Sports Management and Marketing* fills a sizeable gap in the discipline’s reference literature by providing a comprehensive treatment of both general business management concepts as well as sports industry and sports business issues. Copious case studies illustrate the scholarly and fascinating text. The illustrations, while nice, are not really necessary, although they add a bit of color to the text. The work could have benefited from a bibliography compiling all the further readings, although there is a basic resource guide.

This work is highly recommended for academic libraries whose institutions have a sports management or kinesiology department or a large athletic program. It is also recommended for large public libraries. Although the price is high and even higher for the e-book version, it is unique and would be of interest to all students, sports practitioners, and other people interested in sports management and marketing.—*Carol Krismann, Retired Business Librarian and Natalia Tingle, Business Librarian, University of Colorado, Boulder.*

Green Culture: An A-to-Z Guide. Edited by Kevin Wehr and Paul Robbins. The Sage Reference Series on Green Society: Toward a Sustainable Future. Los Angeles: Sage Reference, 2011. 558p. \$110 (ISBN: 978-1-4129-9693-8). E-book available (978-1-4129-7571-1), call for pricing.

Green Health: An A-to-Z Guide. Edited by Oladele Ogunseitán and Paul Robbins. The Sage Reference Series on Green Society: Toward a Sustainable Future. Los Angeles: Sage Reference, 2011. 562p. \$110 (ISBN: 978-1-4129-9688-4). E-book available (978-1-4129-7459-2), call for pricing.

Each of these volumes provides coverage of material

SOURCES

related to green topics in a particular subfield. At least 10 other "Green" titles have been published, from *Green Business* to *Green Technology*; all sold separately or in electronic format. Every book in the series has its own editor, while Paul Robbins (University of Arizona) serves as the general editor for the set. These volumes follow identical arrangements and offer similar features, such as both a classified subject list and an alphabetical list of all topics as well as a chronology of important events in the field. Lengthy essays, from 2 to 10 pages each, give excellent summaries, employing advanced vocabulary. Jargon cannot be avoided but appears extensively in some articles, making them harder to follow. References include books, journal and magazine articles, and websites. The references to journal and magazine articles in both reviewed volumes appear incomplete, as none have page numbers for any article. A glossary, bibliography, annotated list of important websites and a thorough index complete each volume. Neither of the books delivered many illustrations, those appearing were black and white. Contributors hailed from both American and foreign educational institutions, as well as a goodly number of "Independent Scholars." Even coverage of subjects prevails, with many pieces summarizing both sides of a topic; for example the lengthy article on "Green Jobs" in *Green Culture* has sections on both "Appeals" and "Dangers" of these jobs.

Green Health discusses consumer products, disease (both chronic and infectious) prevention and control, legal issues, even personal care products as well as providing information on various health problems of our environment. Most make relevant and sensible suggestions of green practices which individuals can follow to reduce their carbon footprint or use products more wisely. A sampling of the articles include "Light Bulbs," "Radon and Basements," "Bottled Water," and "Fast Food." Of the two titles, *Green Health* contains more practical material and specific ideas on how to be more "green."

Green Culture focuses on practices of activists and countries around the world, consumption, the media, and important people who advocate green practices, as well as places and events. Much of the volume delivers overviews, histories, important green groups and background information. Typical compilations cover "Hurricane Katrina," "Ecopopulism," "Love Canal and Lois Gibbs," "Greenwashing," and "Grass-roots Organizations."

Both volumes yield much good information; it is a shame that Sage chose to do individual titles instead of a multivolume encyclopedia set, with one alphabetical sequence. Online purchase of these titles may be the better way to access them. For example, several mentions of locavores appeared in different places in the *Green Health* volume but neither index nor glossary entry existed; one would only find them serendipitously. The detailed discussion of locavores occurred in the *Green Culture* volume.

Titles in this series should help many who wish to learn more about being green, as well as providing good background information on the development of the green

movement. Tight budgets may preclude buying all of the Sage series in paper format, but if considering some of the titles, the *Green Health* volume has more popular appeal and would be an excellent purchase for any library. *Green Culture* would be of interest in a college or university library.—Marion S. Muskiewicz, *Science Librarian, University of Massachusetts Lowell*.

Guide to Interest Groups and Lobbying in the United States. Edited by Burdett A. Loomis. Washington, D.C.: CQ Pr., 2011. 490p. acid free \$185 (ISBN: 978-1-60426-457-9). E-book available (978-1-60871-756-9), call for pricing.

There are probably very few Americans who have not encountered an interest group or lobbying organization in one guise or the other, either via a phone call, a direct mailing, a TV or radio commercial, or a one-on-one conversation. That contact may be ongoing or a one-time occurrence, but conceptualizing the history, method, and actions behind those encounters reveals an extensive, complex system that has been a part of the U.S. government since its constitutional founding. Editor Burdett Loomis has put together a fine resource that begins to examine these issues and presents not only practical information, but a theoretical framework for students, researchers, and others who have more than a layman's interest in the subject.

The work is divided into seven main topical areas, including a history of interest groups in the United States from the constitutional framing to the twentieth century, the relationship between interest groups and the growth of government, tactics and techniques, campaigns and money, and interest groups beyond Washington (that is, local, state, and global). Black and white photographs and illustrations appear throughout, and an extensive index is included.

This is a broad resource that examines the nature of these organized interests and especially their behavior. More than 40 contributors, primarily scholars, provide their expertise on a range of topics that seek to give the reader or researcher a strong foundation in the fundamentals of lobbying, lobbyists, and organized interests, as well as the important historical context from which they have emerged.

In a time of continually growing and evolving influences on American politics, hastened by the advent of social networking and the continued growth of influential bloggers, citizen journalists, and grass roots organizing, Loomis cautions that while this gives us vibrant politics, it also provides frequent gridlock (6). Given the overwhelmingly negative connotations the lobbying profession and special interest groups carry, it is interesting to note that while spending by interest groups can be substantial, "more systematic examinations find only the most modest effects" (2). Contrary to common perceptions, the editors argue, the act of providing information is the more influential activity of the lobbyist.

The writing can be a bit dense at times, and the approach is purely academic and research-oriented. Other reference sources that examine the same topic are more practical in