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.


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 appendices 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 (Prager, 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.


Each of these volumes provides coverage of material
related to green topics in a particular subfield. At least 10
other “Green” titles have been published, from Green Busi-
ness 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 in-
clude 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 impor-
tant websites and a thorough index complete each volume.
Neither of the books delivered many illustrations, those ap-
pearing 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 coun-
tries around the world, consumption, the media, and impor-
tant people who advocate green practices, as well as places
and events. Much of the volume delivers overviews, histories,
important green groups and background information. Typi-
cal compilations cover “Hurricane Katrina,” “Ecopolisim,”
“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 multivol-
ume encyclopedia set, with one alphabetical sequence. On-
line 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

move-ment. 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.

Sources

Guide to Interest Groups and Lobbying in the United
Pr., 2011. 490p. acid free $185 (ISBN: 978-1-60426-457-

There are probably few Americans who have not en-
countered 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 con-
ceptualizing 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 re-
source 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 lay-
man’s interest in the subject.

The work is divided into seven main topical areas, in-
cluding 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 gov-
ernment, 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 net-
working and the continued growth of influential bloggers,
citizen journalists, and grass roots organizing, Loomis cau-
tions 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 exami-
nations 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