Expand your knowledge with up-to-date research from the sport management field

**Online journals available!**

All of Human Kinetics’ journals are available in a digital format, providing online subscribers with the same authoritative content of the print edition but with additional advantages, including the ability to search entire issues in seconds and access to all back issues. The content of the online version of any journal is available weeks before the print version arrives by mail, and online subscribers can receive the table of contents of each issue by e-mail when a new issue has been published. The online formats also welcome the submission and use of digital media to better communicate ideas and information.
An inclusive look at sport communication

The International Journal of Sport Communication (IJSC) provides a platform for the dissemination of research and information on the unique aspects and divergent activities associated with sport communication. Although many journals cover a single aspect of sport and communication, IJSC is the first to provide an all-encompassing view of the field by covering any topic related to communication in sport, through sport, or in a sport setting. This rigorously reviewed quarterly journal features quantitative and qualitative articles, including cutting-edge research, case studies, and editorials.

IJSC promotes the understanding and advancement of the relationship between sport and communication. In the past year, the journal featured original articles on the offensiveness of Native American names, mascots, and logos in sport; the relationship between reporters’ ethics and attitudes toward the profession; and superpowers on the Olympic basketball court. The journal will continue to provide coverage of sport communication issues, including Twitter’s impact on sports journalism, TV viewers’ judgments of athlete anti-social behaviors, and sustainability communication in sport leagues.

Sample articles from IJSC

The Power of the Local in Sports Broadcasting: A Cross-Cultural Analysis of Rugby Commentary
Fabrice Desmarais and Toni Bruce
Volume 2, Issue 2

Enthusiasts, Invaders, and Custodians: Media Characterizations of Foreign Owners in Barclays Premier League
Anne C. Osborne and Danielle Sarver Coombs
Volume 2, Issue 3

Superpowers on the Olympic Basketball Court: The United States Versus China Through Four Nationalistic Lenses
Andrew C. Billings, Paul J. MacArthur, Simon Licen, and Dan Wu
Volume 2, Issue 4

Also available:
Strategic Sport Communication
Paul M. Pedersen, PhD, Kimberly S. Miloch, PhD, and Pamela C. Laucella, PhD
©2008 • Hardback • 408 pp
Print: ISBN 978-0-7360-6524-5 • $66.00 ($75.95 CDN)
E-book: ISBN 978-0-7360-8672-1 • $35.00 ($39.95 CDN)
Advancing the understanding of intercollegiate sport

The Journal of Intercollegiate Sport (JIS) provides an exciting forum for research specifically addressing sport in college and university settings. This interdisciplinary journal publishes articles from the sciences, social sciences, humanities, and professional fields, providing a complete look at all factors affecting intercollegiate sport. The research presented crosses traditional academic boundaries and challenges current views and practices while maintaining an informative rather than editorial focus.

Published semiannually, JIS contains research with both theoretical and practical significance. As such, the journal contributes to further research and understanding of intercollegiate athletics, as well as provides ideas on how to improve or change current policies and practices. JIS also provides coverage of NCAA's annual colloquium, including the four keynote addresses from the previous year. Selected topics from the colloquium are presented, followed by a pro and con article on each topic. JIS includes a detailed bibliography of resources available to researchers interested in intercollegiate sport.

An essential resource for sport management professionals

The Journal of Sport Management (JSM) reflects the rapid expansion of the field with its commitment to present outstanding original research and up-to-date information addressing all areas and subdisciplines in sport management. As the leading journal in the field, JSM focuses on the theory and application of management in sport, with a special emphasis on new trends and emerging subdisciplines.

JSM exposes readers to diverse issues affecting sport leaders, managers, employees, and volunteers as well as sport organizations in all sectors (i.e., public, nonprofit, and commercial). The journal keeps readers informed on developments in the discipline through short reports, editorials on significant issues, journal abstracts, book reviews, and news items of interest. JSM is used extensively by students and scholars in the numerous sport management programs across North America, Europe, Asia, Australia, and New Zealand.

### 1-year print and online subscription prices (includes shipping):

<table>
<thead>
<tr>
<th>Journal</th>
<th>Individual</th>
<th>Institution</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IJSC</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US</td>
<td>$65.00</td>
<td>$325.00</td>
<td>$49.00</td>
</tr>
<tr>
<td>Canada</td>
<td>$103.00</td>
<td>$462.00</td>
<td>$81.00</td>
</tr>
<tr>
<td>International</td>
<td>$75.00</td>
<td>$335.00</td>
<td>$59.00</td>
</tr>
<tr>
<td><strong>JIS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US</td>
<td>$55.00</td>
<td>$285.00</td>
<td>$41.00</td>
</tr>
<tr>
<td>Canada</td>
<td>$83.00</td>
<td>$400.00</td>
<td>$63.00</td>
</tr>
<tr>
<td>International</td>
<td>$60.00</td>
<td>$290.00</td>
<td>$46.00</td>
</tr>
<tr>
<td><strong>JSM</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US</td>
<td>$85.00</td>
<td>$425.00</td>
<td>$64.00</td>
</tr>
<tr>
<td>Canada</td>
<td>$138.00</td>
<td>$607.00</td>
<td>$109.00</td>
</tr>
<tr>
<td>International</td>
<td>$100.00</td>
<td>$440.00</td>
<td>$79.00</td>
</tr>
</tbody>
</table>

### Bring journals to your classroom at an affordable price

Students are now able to purchase a three-month online subscription to any HK journal for only $30! Journals are a vital tool in professional development and will prepare students to “speak the language” of the research community. Use journal articles to enhance research papers, elaborate on classroom discussions, or for homework assignments to benefit your students and prepare them for their careers. The three-month subscription allows students access to the latest findings in sport management, as well as past research with electronic access to back issues.


### Find more resources online at the Human Kinetics Sport Management and Marketing Store!

# ORDER FORM

Human Kinetics is pleased to offer you the opportunity to advertise your products and services in our journals! Your ads may be placed in any—or all—of our 23 professional and trade journals, in both print and online formats.

For more information, contact:
Amy Fuller
Phone: (800) 747-4457 Ext. 2414
Fax: (217) 398-2207
E-mail: AmyF@hkusa.com

Save 10% on an individual subscription! Please provide the code furthest to the left at the bottom of this page when ordering. Offer is valid until 5/31/10.

## Taxable Journals by State

<table>
<thead>
<tr>
<th>State</th>
<th>FL</th>
<th>GA</th>
<th>IN</th>
<th>NC</th>
<th>SD</th>
<th>MD</th>
<th>MN</th>
<th>WA</th>
<th>TX</th>
<th>CA</th>
<th>NY</th>
<th>VA</th>
<th>WI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax</td>
<td>6.0%</td>
<td>4.0%</td>
<td>7.0%</td>
<td>4.0%</td>
<td>4.0%</td>
<td>5.0%</td>
<td>6.0%</td>
<td>6.0%</td>
<td>6.0%</td>
<td>8.0%</td>
<td>10.0%</td>
<td>6.0%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

Journal Order: Begin with [ ] next issue OR [ ] first issue of current volume year
Journal subscription rates include GST and postage/handling charges.

Prices subject to change

## Subtotal: ________________

State: ________________
Sales Tax: ________________
Total: ________________

## Ship to:
Name (please print) ____________________________________________________________
Street Address (needed for UPS delivery) ____________________________________________
City________________________State/Province________________________Zip/Postal Code__________
Country________________________
Daytime Phone (__________) - _________ - _________________________

E-mail: ____________________________________________________________

(From Human Kinetics)

May we e-mail you with marketing information including new product announcements and special offers? Yes ___ No ___
May we share your postal mailing address with partners who have a mutual interest in our physical activity mission? Yes ___ No ___

(We cannot process credit card orders without your signature!)

## ISBN Qty Title Price Total

Journal Order: Begin with [ ] next issue OR [ ] first issue of current volume year
Journal subscription rates include GST and postage/handling charges.

## Abstain

All prices and postage/handling charges subject to change.

May we e-mail you with marketing information including new product announcements and special offers? Yes ___ No ___
May we share your postal mailing address with partners who have a mutual interest in our physical activity mission? Yes ___ No ___

A fee of $25.00 will be charged for checks returned due to insufficient funds. Make checks payable to Human Kinetics.

Account Number ____________________________ Expiration Date ____________

Cardholder Name ____________________________ Signature ____________________________

(We cannot process credit card orders without your signature!)

Promo Code: N726 N727 N728 N729 N730 N731 N732 N733 N734


Bridget Melton • Thom Whitaker 2/10
Save 10% when you subscribe to Human Kinetics Sport Management journals!

Look inside for details.