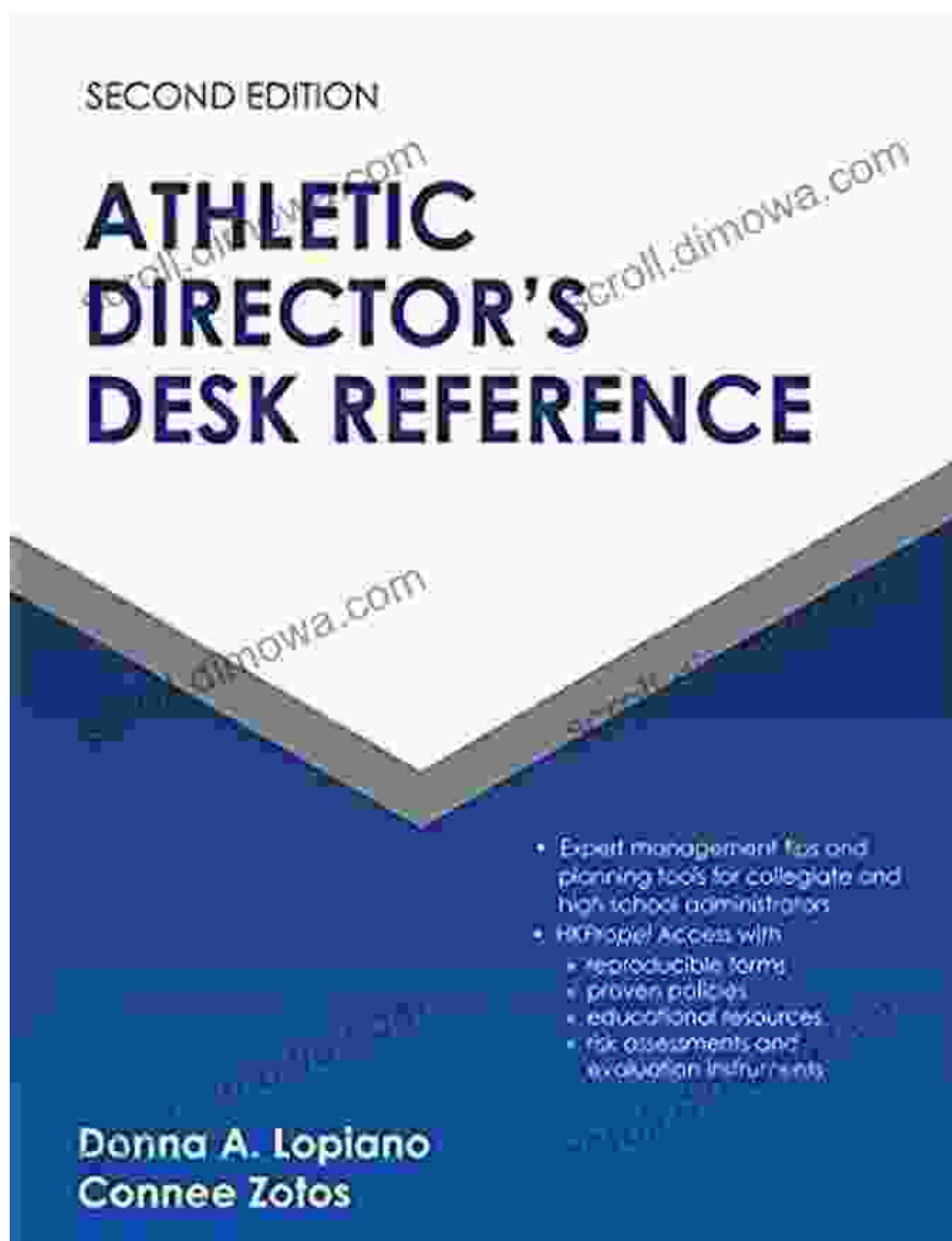


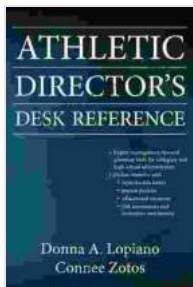
Athletic Director Desk Reference: An Essential Guide for School and College Athletic Directors



Athletic Director's Desk Reference by Donna A. Lopiano

★★★★★ 5 out of 5

Language : English



File size	: 15229 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 480 pages
Lending	: Enabled
X-Ray for textbooks	: Enabled
Paperback	: 30 pages
Item Weight	: 3.84 ounces
Dimensions	: 8.5 x 0.08 x 8.5 inches



By Donna Lopiano

Donna Lopiano is one of the most respected figures in the world of sports. She is a former collegiate athlete, coach, athletic director, and sports administrator. She is the author of several books on sports management and leadership, including Athletic Director Desk Reference.

Athletic Director Desk Reference is an essential guide for athletic directors in schools and colleges. This comprehensive guide provides expert guidance on all aspects of athletic administration, from planning and budgeting to coaching and marketing.

The book is divided into four sections:

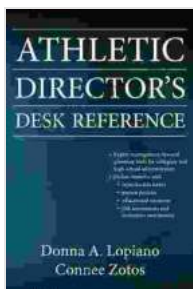
1. **Administration:** This section covers the basics of athletic administration, including planning, budgeting, human resources, and risk management.

2. **Coaching:** This section provides guidance on coaching principles, motivation, and team management. It also includes a section on legal issues in coaching.
3. **Marketing:** This section covers the basics of sports marketing, including branding, public relations, and social media.
4. **Facility Management:** This section provides guidance on planning, constructing, and maintaining athletic facilities.

Athletic Director Desk Reference is a must-have resource for anyone responsible for the management of athletic programs. This comprehensive guide provides expert guidance on all aspects of athletic administration, from planning and budgeting to coaching and marketing. Written by one of the most respected figures in the world of sports, Athletic Director Desk Reference is an essential tool for athletic directors in schools and colleges.

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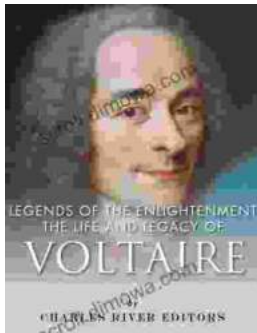


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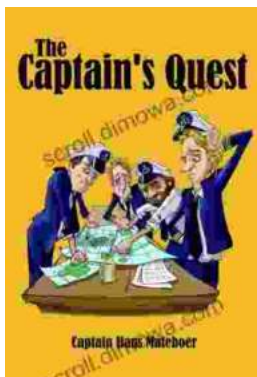
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