

**When sport meets business: capabilities, challenges, critiques, [ed. by] Ulrik Wagner, Rasmus K. Storm, and Klaus Nielsen. SAGE Publishing, 2017. 242p bibl index ISBN 9781473948044, \$157.00; ISBN 9781473948051 pbk, \$53.00.**

And never the twain shall meet? Research and writing on the economics or business of sports constitute a thriving cottage industry in both the United States and Europe (and scholars “down under” cannot be completely discounted). Owing to geographic separation, different organizational aspects of sports leagues, public policies on each side of the pond, and interest in particular sporting events that varies by nationality or region—soccer outside the US, baseball, American football, and college athletics here—the foci tend to be different as well. *When Sport Meets Business* is a case in point. Organized around four broad themes—the sport environment, sport marketing and media, sport and finance, and sporting events (the two concluding chapters are on the Olympics)—these 15 stand-alone chapters, authored by European sport-management or marketing professors with very little in the way of coverage of comparable US research and topics, continue this bifurcation. The editors and contributors assess the volume’s appeal to students in sport-related courses in business, economics, and other social sciences; more appropriately, the audience will likely be limited to students and faculty members at European institutions. Solid and plentiful references: goal! Summing Up: Recommended. Lower-division undergraduates through faculty.