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MANAGEMENT IN SPORTS

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ABSTRACT

This article tells about the place of management in modern sports, about what management is and what role it plays in the formation of the modern sports industry. The consequences of the commercialization and mediatization of professional tennis have had a dominant influence on the modern professional culture and organization of tennis. The main task of such training is to make the physical culture and sports organization in the conditions of modern market development become wealthy, not inferior in its level to foreign countries.

KEYWORDS: *Sports Management, Elements of the Management Process, Development, Commercialization, Management Activity.*

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