



MEDIA RELEASE



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ECA PUBLISHES CLUB MANAGEMENT GUIDE

**Publication summarising effective club management case studies
is now available for public purchase**

The European Club Association (ECA) is pleased to announce the official launch of the first *ECA Club Management Guide*.

The objective of this publication is to provide an in-depth study of the daily business activities of a football club by sharing various club methods offering to current and future club officials real-life examples from different areas of club management. More than 150 interviews with CEOs, directors and other top executives from no fewer than 100 clubs were conducted to compile a vast selection of practical case studies.

The Guide does not attempt to provide one single solution for successful club management, but offers great insight into effective club management methods from clubs of various sizes and countries in Europe. The club management areas dealt with in the Guide include, but are not limited to, operational, commercial, community and sporting activities.

Initially presented to ECA Member Clubs at the occasion of the 14th General Assembly in Stockholm, the *ECA Club Management Guide* is now available for public purchase.

The full *ECA Club Management Guide* (390 pages, in English only) can be purchased for €100,- (+VAT & shipping costs). If you are interested in buying a hard copy of the Guide, please email admin@ecaurope.com. For more information on the Guide or to place large orders, please contact ECA Membership Services Manager, Olivier Jarosz, at olivier.jarosz@ecaurope.com.

An Executive Summary of the Guide is available for download in different languages on the [ECA Website](#).

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