



Golf for Business

A Guide to Selected Resources

Biography

Professional
Organizations

Business of Golf

Issue/Topic Sources

Biography

[Biography Resource Center](#)

Full-text database of biographical information on more than 200,000 people from throughout history, around the world, and across all disciplines and subject areas. Bibliographies available for many entries. Now includes *Complete Marquis Who's Who*

Professional Organizations

[The British and International Golf Greenkeepers Association](#)

Provides membership information, education and training, news items in grounds keeping, turf management and sales and marketing. There are also links to other British golf web sites.

[The Golf Course Superintendents Association of America \(GCSAA\)](#)

GCSAA is "the leading professional organization for the men and women who manage golf courses in the United States and worldwide." This site provides information on education and certification programs, membership, conference dates, information on course preparation for players and in conjunction with the environment, and career and hiring information.

[Ladies Professional Golf Association \(LPGA\)](#)

This site is predominantly tour-player oriented. Features include tour, teaching and club professionals, youth programs, pro shop and women and charities.

[Professional Golfers Association of America \(PGA\)](#)

The site features news, golf lessons, current events, fitness issues, the rules of golf, "Cool Kids," FAQ, books and a members-only section.

[R&A](#)

"The R&A takes its name from The Royal and Ancient Golf Club of St Andrews, which has continuous records dating back to its foundation in 1754, and although the Club continues its long history with 2,400 members throughout the world, The R&A has become a separate entity to focus on its governance role. The R&A is golf's world rules and development body and organiser of The Open Championship."

[United States Golf Association \(USGA\)](#)

This is the governing body of golf in the U.S. The site provides information on the rules of golf, handicap systems, championships sponsored by the USGA, membership information, greens section on golf course maintenance, news and links to other golf organizations. See also [Turf Management](#) (from USGA) for information on course construction, management and more.

Business of Golf

[Sports Business Research Network \(SBRnet\)](#)

Market research and industry news covering all facets of the industry, including sports equipment sales, facilities, sports participation, sports broadcasting, sports sponsorship and sport marketing. Also, full text articles from over a dozen sport-related magazines and journals, including *Sport & Technology* and *SportBusiness International* are available. (A tutorial for using SBRnet is available at <http://www.sbrnet.com/Tutorial.asp>)

Note: Username/Password required for Off-Campus Users. Please contact a [Reference Librarian](#)

[Sports Marketing 2008](#) [.pdf file]

Statistics and summary information on a wide variety of sport-related markets and trends, including: advertising and sponsorship; the impact and future of sports participation; spectator sports; professional, collegiate and high school sports; sporting goods and equipment; facilities; and much more.

[Golf Business Magazine](#)

Published by the National Golf Course Owners Association, has a searchable archive dating from 2001. Articles cover the topics of interest to golf course owners.

[Golf 20/20](#)

From the National Golf Foundation, Golf 20/20 presents the industry's strategic plan to grow the game of golf. It offers research and reports. Some reports, like that for market segmentation, have free downloadable Executive Summaries while others, such as the Industry Report, Golf Economy Report, and Minority Representation Report, have free downloadable PDF versions.

[Golf Channel](#)

For a nice history section with a overview of the history of the game, the Majors tours, and a video on the evolution of golf equipment, see the 'History of Golf' link towards bottom of left navigation menu

Issue/Topic Sources

[Reference Books](#) || [Finding Books](#) || [Finding Articles](#) || [Websites](#)

REFERENCE BOOKS

Handbook of Sports Studies [REF GV 558 .H36 2002]

Reviews major theoretical frameworks and research topics in sports studies---especially sport sociology. Also devotes chapters to economics, politics, sport psychology, the media, gender, racism, globalization, violence, drugs, and sport and society research from around the world. Each chapter provides an informative historical context and an organized conceptual framework for making sense of the relevant scholarly literature.

Sports: A Reference Guide and Critical Commentary, 1980-1999 [REF GV 704 .D42 2000]

Twelve chapters discuss sports and American history, business and law, education, ethnicity and race, gender, literature, philosophy and religion, popular culture, psychology, science and technology, sociology and world history. Focus is on books in each topic; bibliographies at end of each chapter.

FINDING BOOKS

Books, videos, and periodicals owned by Conant Library can be located by using our [online catalog](#). Search by keyword, title, author, or subject.

Note: Electronic books (also known as eBooks) found by searching the Conant Library Catalog will have 'Online' as the Call Number.

To access these books from off-campus, you will need your Nichols username and password.

Other sources for finding books are located in [online catalogs of other libraries](#) (academic and public)

Research Tip: You can often find the Library of Congress subject heading(s) for a topic by doing a keyword search, finding a resource that is on target and examining the subject headings provided in that item's record.)

To get materials that we do not own, please place an [Interlibrary Loan/Document Delivery](#) request.

Remember also that 'books' could easily be anthologies of articles or contain chapters on a number of different topics. See, for example:

- **Sociology of North American Sport** [GV 706.5 E57 1997] (history of sport in North America, children, intercollegiate and interscholastic sport, violence and drugs, religion, politics, economy, mass media, race...)
- **Sport in Contemporary Society: An Anthology** [GV 706.5 S733 1996] (mass media, violence, deviance, college sports, money, race, gender, sexuality)
- **Controversies of the Sports World** [GV 706.5 .P88 1999] (violence, gender, gambling, fans, race, money)

FINDING ARTICLES

Article Databases Database User Guides

Some indexes and databases are broad and multidisciplinary in scope. Others concentrate on specific disciplines or areas. Even those that cover the same field may vary greatly in content. **Always consider searching more than one database.**

If you are unable to retrieve the full text of an article online, see if the Library owns a print copy by searching the **online catalog** (search for the JOURNAL title, not the ARTICLE title).

If you cannot access the full text of an article online, and the Library does not own the periodical, place an **Interlibrary Loan/Document Delivery** request.

Subject Specific Databases

SPORTDISCUS

The most comprehensive sport-related database available. This resource provides article & book citations, with detailed abstracts, on all areas of sport: recreation, exercise physiology, history/sociology of sport, training etc. (It also includes relevant Web sites.) (4 simultaneous user license)

General/Multidisciplinary Databases

Academic OneFile

Contains articles, most in full-text (html and PDF format), from 8,000 academic journals covering a wide variety of disciplines. It also contains hundreds of podcasts and transcripts from NPR, CNN, and the CBC, as well as full-text *New York Times* content from 1995 to the present.

Business Source Elite

Citation, abstract and full text coverage of scholarly business, management, marketing and economics journals. Also company profiles (including SWOT analysis). [Profiles are in PDF format, requiring [Adobe Acrobat Reader](#).]

CQ Researcher

Online access to weekly reports that provide background information on current topics of widespread interest. Designed as a starting place for research each issue contains analysis, charts, a chronology, statistics, pro-con discussions, and an annotated bibliography. (The Library also has print copies from 1990 - 2004 [REF H 35 .C67]).

Expanded Academic Index ASAP

Full-text, citations, and abstracts of articles for 1800+ academic and general interest periodicals.

General Business File ASAP

Indexes over 900 general business and finance magazines, trade, and local business journals (460 full-text).

Issues & Controversies

Provides analysis for more than 250 controversial topics. Includes basic facts, historical and statistical information, pro/con discussions, selected historical source documents, maps and graphics, and sources for additional research. (1995-Current)

[LexisNexis](#)

News, company and industry information, financial information, and full text articles.

USEFUL WEBSITES

[About.com: Golf](#)

Articles and web resources. See left side for topic links (including rules, history, players, courses...)

[Subject Guide Index](#)

[Ask a Librarian!](#)

[Citing Sources](#)

[Library Homepage](#)

www.nichols.edu

<http://www.nichols.edu/library/commoncontent/golfforbusiness.pdf>

Conant Library, Nichols College

Please send comments to reference@nichols.edu

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