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Sports Market Place Directory, 2004 (Review)

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Sports Market Place Directory, 2004. Ed. by Richard Gottlieb. 2004. 1,745p. indexes. Grey House, paper, \$225 (1-59237-048-9). 381.

Sports Market Place Directory has a 24-year history. Grey House is the new publisher and has produced an excellent edition. Ten chapters track 103 sports, from soccer and football to judo and yachting. Chapters include "Single Sports," "Multi Sports," "Media," "Sports Sponsors," "Agencies," "Events, Meetings, and Trade Shows," "Professional Services," "College Sports," "Manufacturers and Retailers," and "Facilities." Chapters, arranged by topic, begin with an alphabetical index of organizations, teams, or businesses. Entries include address, phone, fax, Web site, e-mail, key personnel, and detailed corporate data on more than 13,000 organizations and businesses.

The "Single Sports" and "Multi Sports" chapters provide an overview of sports teams and organizations from professional and Olympic organizations to youth clubs and Halls of Fame. The "Events, Meetings, and Trade Shows" chapter provides event dates for 2004–2005. In addition to mainstream events like the U.S. Open and the World Cup are smaller events like Skateboarding's Armageddon Cup, the Air Force Marathon, and the San Angelo Stock Show and Rodeo. "Professional Services" lists sports medicine specialists, agents, attorneys, recruiting services, and more. In "College Sports," 1,584 college associations, athletic conferences, NAIA, and NCAA organizations are described, along with colleges and universities that offer degrees in sports management. Individuals needing to purchase table-tennis balls, lacrosse goal cages, or in-line skates can browse the "Manufacturers and Retailers" chapter alphabetically, by sport, or using the brand-name index for more than 1,700 products and services. On a larger scale, the "Facilities" chapter contains the seating capacity and tenants (sports teams) of hundreds of stadiums, arenas, and tracks. Companies that support sports facilities, ranging from security, vending and concession, sound and video, ticket services, and architecture and design, are included.

Besides a cumulative entry index, Grey House offers a 280-page "Executive Index," a geographic index, and individual chapter indexes. The directory, which is also available in CD-ROM and

online versions, is highly recommended for public libraries and academic libraries with sports management programs or a strong interest in athletics. —*Sue Polanka*

The Student's Encyclopedia of Judaism. Ed. by Geoffrey Wigoder. 2004. 390p. bibliog. glossary. illus. index. New York Univ., \$39.95 (0-8147-4275-0). 296.

This resource focuses on the Jewish religion itself: its history, practices, and people; Orthodox, Conservative, and Reform movements; the customs, traditions, and prayers of daily life, the Sabbath, and holidays; and brief biographies of leading biblical and rabbinical figures. Although it draws material from the *New Encyclopedia of Judaism* (2002), the information has been rewritten for its intended audience of students in grades 7–12, as well as their families. The list of contributors and their affiliations includes such familiar names as Marc D. Angel and Yehuda Bauer. Editor in chief Wigoder was editor in chief of the *Encyclopedia Judaica*.

The more than 900 alphabetically arranged entries range in length from a brief paragraph to two pages. Many entries are under their Hebrew term (*Tallit, Tefillin*) with cross-references to and from their English counterparts. This should pose no problem for Jews familiar with the religious terminology but may frustrate other users. Topics such as Israel and the Holocaust are discussed in terms of religion, not as the usual history lesson. Black-and-white illustrations with four sets of color inserts, summaries of biblical books, texts of prayers, sayings of the sages, and similar sidebars highlight the entries. Most biblical translations are based on the Jewish Publication Society of America version. Entries do not provide any pronunciation help, nor are they signed.

This title fills a niche for the teen audience. It offers quick reference and a starting point for research, as well as browsing pleasure. Given the price, school and public libraries can't go wrong by adding it to their religion collections. College libraries may also find it appropriate for their undergraduates. The publisher is also marketing it as a family purchase or for bar and bat mitzvahs and Hanukkah. —*Esther Sinoofsky*

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