

Publication list Hans Westerbeek (visiting professor)

PUBLICATIONS: Authored/edited books/research monographs

1. Hoye, R., Smith, A., Nicholson, M., Stewart, B. & Westerbeek, H.M. (2012). *Sport Management: Principles and Applications*. 3rd edition. London/New York: Routledge.
2. Westerbeek, H.M. (2011). (Editor). *Global sport business: community impacts of commercial sport*. London: Routledge.
3. Westerbeek, H.M. & Anderson, A. (2011). *Sport en bewegen voor ouderen in Nederland – een nationaal marktonderzoek* (Sport and Physical Activity for the Elderly in the Netherlands – a national market research study). Ministry of Health, Welfare and Sports and VSB Fund. Nieuwegein, the Netherlands: ARKO Sports Media.
4. Westerbeek, H.M. (2010). *International Sport Marketing*. Saarbrücken, Germany: Lambert Academic Publishing.
5. Westerbeek, H.M. & Fahlstrom, P. (2009). (Editors). *Best Practices in Sport Facility and Event Management*. Conference Proceedings of the 17th Annual European Sport Management Conference. Nieuwegein, the Netherlands: ARKO Sports Media.
6. Westerbeek, H.M. (2009). (Editor). *Using sport to advance community health: an international perspective*. Ministry of Health, Welfare and Sports. Nieuwegein, the Netherlands: ARKO Sports Media.
7. Shilbury, D., Westerbeek, H.M., Quick, S. & Funk, D. (2009). *Strategic Sport Marketing*. 3rd edition. Sydney: Allen and Unwin.
8. Hoye, R., Smith, A., Nicholson, M., Stewart, B. & Westerbeek, H.M. (2009). *Sport Management: Principles and Applications*. 2nd edition. Oxford: Butterworth Heinemann.
9. Rein, I., Kotler, P., Shields, B. & Westerbeek, H.M. (2008). *De ongreijpbare sportfan, brand management in de 21e eeuw*. Nieuwegein, the Netherlands: ARKO Sports Media.
10. Westerbeek, H.M. & Smith, A. (2007). *Topmanagement van sporttoppers: 50 Leiderschap Lessen uit de Sport*. (Topmanagement by sporting elite: 50 leadership lessons from sport), revised second edition, Nieuwegein, the Netherlands: ARKO Sports Media.
11. Westerbeek, H.M. (2007). *Sportbeleid in internationaal vergelijkend perspectief*. (Sport Policy: an International Comparative Perspective), Nieuwegein, the Netherlands: ARKO Sports Media.
12. Hoye, R., Smith, A., Westerbeek, H.M., Stewart, B. & Nicholson, M. (2006). *Sport Management: Principles and Applications*. Oxford: Butterworth Heinemann.
13. Westerbeek, H.M., Smith, A., Turner, P., Emery, P., Green, C. & van Leeuwen, L. (2005). *Managing Sport Facilities and Major Events*. Sydney: Allen and Unwin.
14. Westerbeek, H.M. & Smith, A. (2005). *Business Leadership and the Lessons from Sport*. London: Palgrave Macmillan.
15. Westerbeek, H.M. & Smith, A. (2005). *Topmanagement van sporttoppers: 50 Leiderschap Lessen uit de Sport*. (Topmanagement by sporting elite: 50 leadership lessons from sport), Nieuwegein, the Netherlands: ARKO Sports Media.
16. Stewart, B. Nicholson, M, Smith, A. & Westerbeek, H.M. (2004) *Australian Sport Policy: Better by Design?* London: Routledge. (hardcover and paperback)
17. Smith, A. & Westerbeek, H.M. (2004). *The Sport Business Future*. London: Palgrave Macmillan.
18. Westerbeek, H.M. & Smith, A. (2003). *Sport Business in the Global Marketplace*. London: Palgrave Macmillan.
19. Shilbury, D., Quick, S. & Westerbeek, H.M. (2003). *Strategic Sport Marketing*. 2nd edition. Sydney: Allen and Unwin.
20. Shilbury, D., Quick, S. & Westerbeek, H.M. (1998). *Strategic Sport Marketing*. Sydney: Allen and Unwin.

PUBLICATIONS: Adaptations and translations of existing books

1. Hoye, R., Smith, A., Westerbeek, H.M., Stewart, B. & Nicholson, M. (2011). *Sport Management: Principles and Applications*. (Arabic adaptation and translation).
2. Shilbury, D., Quick, S. Westerbeek, H.M. & Costa, G. (2008). *Strategic Sport Marketing*. Athens: TBC. (Greek adaptation and translation).

3. Westerbeek, H.M., Rubingh, B. Shilbury, D. & Quick, S. (2007). *Strategische Sportmarketing, third revised edition*. Nieuwegein, the Netherlands: ARKO Sports Media. (Dutch adaptation and translation).
4. Westerbeek, H.M., Hoye, R., Smith, A., Stewart, B. & Nicholson, M. (2006). *SportManagement: grondbeginselen en toepassingen*, Nieuwegein, the Netherlands: ARKO Sports Media. (Dutch adaptation and translation).
5. Westerbeek, H.M. & Smith, A. (2006). *Leiderschap in Sport en Business*. Nieuwegein, the Netherlands: ARKO Sports Media. (Dutch adaptation and translation).
6. Westerbeek, H.M., Rubingh, B. Shilbury, D. & Quick, S. (2005). *Strategische Sportmarketing, second revised edition*. Nieuwegein, the Netherlands: ARKO Sports Media. (Dutch adaptation and translation).
7. Westerbeek, H.M., Smith, A., Turner, P., Emery, P., Green, C., van Leeuwen, L. & Rubingh. B. (2005). *Management van sport evenementen en accommodaties*. Nieuwegein, the Netherlands: ARKO Sports Media. (Dutch adaptation and translation).
8. Smith, A. & Westerbeek, H.M. (2004). *De Sportbusiness Toekomst*. Nieuwegein, the Netherlands: ARKO Sports Media. (Dutch adaptation and translation).
9. Westerbeek, H.M., Rubingh, B. Shilbury, D. & Quick, S. (2003). *Strategische Sportmarketing*. Nieuwegein, the Netherlands: ARKO Sports Media. (Dutch adaptation and translation).
10. Westerbeek, H. and Smith, A. (2003). *Sportbusiness in de Mondiale Markt*. Nieuwegein, the Netherlands: ARKO Sports Media. (Dutch adaptation and translation).
11. Shilbury, D., Quick, S. & Westerbeek, H.M. (2003). *Strategic Sport Marketing*. 2nd edition, Beijing: China-Pub.com. (Chinese adaptation and translation).

PUBLICATIONS: Book chapters.

1. Westerbeek, H.M. & Anderson, A. (2010). Marktonderzoek: sport en bewegen voor ouderen, in *Sport, Bewegen en Ouderen: van wetenschap naar praktijk*. (Sport, Physical Activity and the elderly, from science to application), Nieuwegein, the Netherlands: ARKO Sports Media.
2. McDonald, S., Smith, A., and Westerbeek, H.M. (2010). Using Sport and Physical Activity in Corporate Social Responsibility Programs: An Analysis of Indexed Multinationals. In Rodriguez, P. Kesenne, S. & Dietl, H. (Editors): *Social Responsibility and Sustainability in Sports*. Oviedo: Ediciones de la Universidad de Oviedo.
3. Westerbeek, H.M. (2009). The importance of sport in advancing community health: an introduction. In Westerbeek, H.M. *Using sport to advance community health: an international perspective*. Ministry of Health, Welfare and Sports. Nieuwegein, the Netherlands: ARKO Sports Media.
4. Westerbeek, H.M. (2009). International perspectives on sport and health. In Westerbeek, H.M. (Editor). *Using sport to advance community health: an international perspective*. Ministry of Health, Welfare and Sports. Nieuwegein, the Netherlands: ARKO Sports Media.
5. Spaaij, R. and Westerbeek, H.M. (2009). A healthy active Australia? Sport and health policy in Australia. In Westerbeek, H.M. (Editor). *Using sport to advance community health: an international perspective*. Ministry of Health, Welfare and Sports. Nieuwegein, the Netherlands: ARKO Sports Media.
6. Westerbeek, H.M. & Smith, A. (2007). Sport in de mondiale markt, in Westerbeek, H.M. (Editor). *Sportbeleid in internationaal vergelijkend perspectief* (Sport Policy: an International Comparative Perspective), Nieuwegein, the Netherlands: ARKO Sports Media.
7. Westerbeek, H.M., Smith, A., Hoye, R., Stewart, B. & Nicholson, M. (2007). De rol van de staat in de ontwikkeling van sportbeleid, in Westerbeek, H.M. *Sportbeleid in internationaal vergelijkend perspectief* (Sport Policy: an International Comparative Perspective), Nieuwegein, the Netherlands: ARKO Sports Media.
8. Smith, A. & Westerbeek, H.M. (2007). Beleidsvorming in de sport in een ideologisch perspectief, in Westerbeek, H.M. *Sportbeleid in internationaal vergelijkend perspectief* (Sport Policy: an International Comparative Perspective), Nieuwegein, the Netherlands: ARKO Sports Media.
9. Westerbeek, H.M. & Smith, A. (2005). Australian Amateur Soccer and Ethnicity: Cross-Cultural Marketing Challenges in One Country, in Hess, R., Nicholson, M. & Stewart, B. (eds.) *Football Fever: Crossing Boundaries*. Melbourne: Maribyrong Press.
10. Buswell, J. Parkinson, S. & Westerbeek, H.M. (1993). Chapter 3: Leisure Centres, in Buswell, J. (ed) *Case Studies in Leisure Management Practice*, Harlow, UK: Longman.

PUBLICATIONS: Refereed articles

1. Smith, A. & Westerbeek, H.M. (2010). From enhancement to engagement: reflections on the future of sport consumption. *Sport in Society*. **13** (02), 344-353.
2. Spaaij, R. and Westerbeek, H.M. (2010). Sport business and social capital: a contradiction in terms? *Sport in Society*. **13** (09), 1359-1376.
3. Westerbeek, H.M. (2010). Commercial sport and local communities: a market niche for social sport business? *Sport in Society*. **13** (09), 1414-1418.
4. Westerbeek, H.M. (2010). Sport management and sport business: two sides of the same coin? *Sport in Society*. **13** (09), 1291-1297.
5. Westerbeek, H.M. (2009). The Amsterdam Olympic Games of 1928 and 2028: Will city heritage inform legacy intent? *Sport in Society*. **12** (06), 776-791.
6. Smith, A., Graetz, B., & Westerbeek H.M (2008). Sport sponsorship, team support and purchase intention. *Journal of Marketing Communications*. **14** (5), December, 387-404.
7. Smith, A. & Westerbeek, H.M. (2007) Sport as a Vehicle for Deploying Corporate Social Responsibility. *Journal of Corporate Citizenship*. **7**(25), 43-54.
8. Smith, A., Graetz, B., & Westerbeek H.M. (2006) Brand Personality in a Membership-Based Sport Organisation. *International Journal of Nonprofit and Voluntary Sector Marketing*, **11**, 1-16.
9. Westerbeek, H.M., & Smith, A. (2005). A Framework for the Future of Professional Sport Research in Australia. *Futures Research Quarterly*, **21**(2), 5-26.
10. Westerbeek, H.M. (2005). Het Merk Sport. *Vrijetijd Studies*, **23**(2), 33-37.
11. Westerbeek, H.M., & Smith, A. (2005). Corporate Social Responsibility and Community Health in the UAE: The Case of the Al Jazira Sport and Health Foundation. *The Middle East Journal of Business*, **1**(1), 1-12.
12. Westerbeek, H.M., Smith, A. & Deane, J. (2005). De-ethnicization and Australian Soccer: The Strategic Management Dilemma. *International Journal of Sport Management*. **6**(3), 270-288.
13. Smith, A. C. T., Evans, D. M., & Westerbeek H. M. (2005). The examination of change management using qualitative methods: A case industry approach. *The Qualitative Report*, **10**(1), 96-121.
14. Turner, P. & Westerbeek, H.M. (2004). Network Relationships in the Bidding Process for Major Sporting Events. *International Journal of Sport Management*. **5**(4), 335-356.
15. Smith, A. & Westerbeek, H.M. (2004). Professional Sport Management Education and Practice in Australia. *Journal of Hospitality, Leisure, Sport and Tourism Education*, **3** (2), 1-8.
16. Westerbeek, H.M. & Shilbury, D. (2003). A conceptual model for sport services marketing research: integrating quality, value and satisfaction. *International Journal of Sports Marketing and Sponsorship*, March/April 2003, 11-31.
17. Westerbeek, H.M. & Smith, A. (2002). Location dependency and sport sponsors: a factor analytic study. *Sport Marketing Quarterly*, **11**(3), 151-161.
18. Westerbeek, H.M., Turner, P. & Ingerson, L. (2002). Key success factors in bidding for hallmark sporting events. *International Marketing Review*, **19**(3), 303-322.
19. Westerbeek, H.M. (2000). The influence of frequency of attendance and age on 'place'-specific dimensions of service quality at Australian rules football matches. *Sport Marketing Quarterly*, **9**(4), 194-202.
20. Westerbeek, H.M. (2000). Is sponsorship retention dependent on the geographic location of the sports facility? *Journal of Marketing Communications*, **6**(2), 53-68.
21. Westerbeek, H.M. (2000). Sport in the global village: a product-based typology of the international sport industry. *International Journal of Sport Management*, **11**(2), 103-120.
22. Ingerson, L. & Westerbeek, H.M. (2000). Determining key success criteria for attracting hallmark sporting events. *Pacific Tourism Review*, **3**(3/4), 1-15.
23. Westerbeek, H.M. (1999). A research classification model and some (marketing related) reasons for studying the culture of sport organisations. *European Journal for Sport Management*, **6**(2), 69-87.
24. Westerbeek, H.M. & Shilbury, D. (1999). Increasing the focus on 'place' in the marketing mix for facility dependent sport services. *Sport Management Review*, **2**(1), 1-24.
25. Westerbeek, H.M., Shilbury, D. & Deane, J.W. (1995). The Australian sport system, its history and an organisational overview. *European Journal for Sport Management*, **2**(1), 42-58.

PUBLICATIONS: Articles in refereed conference proceedings and minor contributions to research books

1. Westerbeek, H.M. & Linley, M. (2010). Destination branding through sport: comparing Melbourne and Delhi. In *Proceedings Deutscher Sportökonomie-Kongress 'Markenmanagement im Sport'*. 17-19 November 2010, German Sportsuniversity Cologne, Germany. 29.
2. Westerbeek, H.M. (2007). Sport als metafoor voor leiderschap in het bedrijfsleven, in, Nuijten, S., van Schendel, M. and Janssens, J. (eds.) *Jaarboek Sport, beleid en onderzoek editie 2006/2007*, W.J.H. Mulier Instituut. Nieuwegein: ARKO Sports Media. 93-94.
3. Westerbeek, H.M. (2007). Introductie in het vakgebied van het sportmanagement, in, Nuijten, S., van Schendel, M. and Janssens, J. (eds.) *Jaarboek Sport, beleid en onderzoek editie 2006/2007*, W.J.H. Mulier Instituut. Nieuwegein: ARKO Sports Media. 91.
4. Westerbeek, H.M. (2007). Sportbeleid vanuit een mondiaal perspectief, in, Nuijten, S., van Schendel, M. and Janssens, J. (eds.) *Jaarboek Sport, beleid en onderzoek editie 2006/2007*, W.J.H. Mulier Instituut. Nieuwegein: ARKO Sports Media. 48-49.
5. Westerbeek, H.M. (2006). Management van sportaccommodaties en -evenementen, in Janssens, J., Nuijten, S., and Rijnen, B. (eds.) *Jaarboek Sport, beleid en onderzoek editie 2005*, Nieuwegein: ARKO Sports Media.
6. Westerbeek, H.M. (2006). Topmanagement van Sportoppers, vijftig leiderschaplessen uit de sport, in Janssens, J., Nuijten, S., and Rijnen, B. (eds.) *Jaarboek Sport, beleid en onderzoek editie 2005*, Nieuwegein: ARKO Sports Media.
7. Westerbeek, H.M. (2005). De toekomst van de sportbusiness, in Janssens, J., Nuijten, S., and Rijnen, B. (eds.) *Jaarboek Sport, beleid en onderzoek editie 2004*, Nieuwegein: ARKO Sports Media.
8. Westerbeek, H.M. (2005). A Snapshot of the Sport Business Future, *Full proceedings of the 4th German Conference on Sport Economics*. Institute for Sport Economics and Sport Management, Sporthochschule Koln.
9. Westerbeek, H.M. (2004). Sportbusiness in de mondiale markt: routekaart voor succesvol ondernemen in de sport, in Janssens, J. (ed) *Jaarboek Sport, beleid en onderzoek editie 2003*, Nieuwegein: ARKO Sports Media.
10. Westerbeek, H.M. (2004). Strategische sportmarketing: theorie en praktijk, in Janssens, J. (ed) *Jaarboek Sport, beleid en onderzoek editie 2003*, Nieuwegein: ARKO Sports Media.
11. Daws, M. Westerbeek, H, and Smith, A. (2003). Development of a Performance Management System in Sport. *Proceedings of Australian Sports Commission, 'Our Sporting Future'*. Melbourne (Vic), Australia.
12. Westerbeek, H.M. & Smith, A. (2000). The Sportfan of the Future. *Conference Proceedings of ANZLA's 10th Annual Conference*, Melbourne, 10-11 August 2000.
13. Shilbury, D. & Westerbeek, H.M. (1997). Measuring service quality, a study of Victorian based NBL teams, in *Proceedings of the Second Annual Sport Management Association of Australia and New Zealand Conference*, 22-23 November 1996, Lismore, NSW: Sport Management Association of Australia and New Zealand.

PUBLICATIONS: Articles/abstracts in non-refereed conference proceedings

1. Westerbeek, H.M. (2008). The Future of Sport Business in Far East Asia. In *Proceedings 4th International Symposium of the School of Health and Sport Science*, Juntendo University, Tokyo, Japan. 10-16.
2. Westerbeek, H., McDonald, S., & Smith, A.C.T. (2007) Using Sport in Corporate Social Responsibility Programs: An Analysis of RepuTex A+ Rated Multinationals, *Proceedings 15th Congress of The European Association For Sport Management – Sport Events and Sustainable Development* 12-15 September 2007, Torino (Italy).178-179.
3. Kattestaart, P. & Westerbeek, H.M. (2006) The Adoption of Interactive Television by Sport Consumers: the Case of Australian Rules Football Fans. Working paper in *Proceedings CAUTHE 2006 conference "To the City and Beyond..."*. 1151-1154.
4. Westerbeek, H. (2004). Sport Business and Marketing in the Future: The Australian versus the Global Perspective. *Abstract Proceedings 4th German Conference on Sport Economics*. Institute for Sport Economics and Sport Management, Sporthochschule Koln. refereed abstract, 29-30.
5. Westerbeek, H. (2004). Financing Sport in the Future. *Proceedings 12th European Congress on Sport Management*, Ghent, 2004. refereed abstract. 30-31.
6. Smith, A. & Westerbeek, H.M. (2004). Brand Personality of Football in the Middle East. *Football Fever 2004: Crossing Boundaries*, Victoria University, School of Human Movement, Recreation and Performance, Melbourne 2004, refereed abstract, 13.

7. Westerbeek, H.M. & Smith, A. (2004). Australian Amateur Soccer and Ethnicity: Cross-Cultural Marketing Challenges in One Country. *Football Fever 2004: Crossing Boundaries*, Victoria University, School of Human Movement, Recreation and Performance, Melbourne 2004, refereed abstract, 16.
8. Westerbeek, H. & Smith, A. (2003). Performance modelling in sport, the case of Tennis Australia *SMAANZ conference proceedings*, Dunedin 2003. refereed abstract.
9. Smith, A. & Westerbeek, H.M. (2003). The Future of Sport Business. *SMAANZ conference proceedings*, Dunedin 2003. refereed abstract.
10. Westerbeek, H. & Smith, A. (2003). Performance modelling in sport, the case of Tennis Australia *SMAANZ conference proceedings*, Dunedin 2003. refereed abstract.
11. Smith, A. & Westerbeek, H.M. (2003). The Future of Sport Business. *SMAANZ conference proceedings*, Dunedin 2003. refereed abstract.
12. Westerbeek, H. & Smith, A. (2002). The Future of Sport Business in the Global Marketplace. *Proceedings 10th European Congress on Sport Management*, Jyväskylä, 2002. refereed abstract. 166-167.
13. Turner, P., Westerbeek, H., Smith, A., Shilbury, D., Deane, J., van Leeuwen, L., & Kellett, P. (2002). Development of an Online Sport Management Teaching Simulation – the Model for Interactive Decision-Making Application in Sports (MIDAS), *SMAANZ conference proceedings*, Rockhampton 2002. refereed abstract, 40.
14. Smith, A. & Westerbeek, H.M. (2002). Sport Business in the Global Marketplace, *SMAANZ conference proceedings*, Rockhampton 2002. refereed abstract, 37.
15. Smith, A. & Westerbeek, H.M. (2001). Location Dependency of AFL and NRL Sponsors, *SMAANZ conference proceedings* Melbourne 2001. refereed abstract.
16. Smith, A. & Westerbeek, H.M. (2001). Location Dependency and Sport Sponsors: A Factor Analytic Study, *SMAANZ conference proceedings* Melbourne 2001. refereed abstract.
17. Westerbeek, H.M. & Shilbury, D. (2002). An empirical holistic framework for service quality research in the sport entertainment industry, *Proceedings 9th European Congress on Sport Management*, Vitoria Gasteiz 2001. refereed abstract.
18. Westerbeek, H.M. & Shilbury, D. (2001). The future of service quality research in sport: a conceptual advance, *Proceedings 9th European Congress on Sport Management*, Vitoria Gasteiz 2001. refereed abstract.
19. Westerbeek, H.M., Turner, P. & Ingerson, L. (2000). Key Success Factors in the Bidding for Hallmark Sporting Events: Different Perspectives. *Conference Proceedings of 'Events Beyond 2000: Setting the Agenda'*, Sydney, July 2000. (refereed abstract).
20. Westerbeek, H.M. (2000). Determining Key Success Factors when Attracting a Hallmark Event to a City, *Conference Proceedings of 'Sports and City Marketing'*, Rotterdam, 6-8 April 2000. (abstract).
21. Lawrence, A., Westerbeek, H.M. & Turner, P. (1999). Individual-organisational value congruence in sport management professionals. *Proceedings 7th European Congress on Sport Management*, EASM: Thessaloniki, Greece. 196-200.
22. Deane, J.W. & Westerbeek, H.M. (1999). De-ethnicization and Australian soccer: the management dilemma. *Proceedings 7th European Congress on Sport Management*, EASM: Thessaloniki, Greece. 100-105.
23. Westerbeek, H.M. (1998). Development of an instrument to measure cross-cultural differences in perceptions of service quality in soccer: some methodological issues. *Proceedings 6th European Congress on Sport Management*, EASM: Madeira, Portugal, 432-443.
24. Westerbeek, H.M. (1997). Usage of licensing by Australian national sport organisations as a means of revenue generation. *Proceedings 5th European Congress on Sport Management*, EASM: Glasgow, Scotland, 393-400.
25. Turner, P., Westerbeek, H.M. & Shilbury, D. (1996). A comparison of career expectations held by employed professionals in the fields of sport, recreation and physical education. *20th Biennial ACHPER Conference Proceedings*, ACHPER: Melbourne, 255-258.
26. Westerbeek, H.M., Turner, P. & Shilbury, D. (1996). Career expectations of employed ACHPER members, *20th Biennial ACHPER Conference Proceedings*, ACHPER: Melbourne, 263-266.
27. Westerbeek, H.M. & Turner P. (1996). Market power of sport organisations: an Australian case study. *Proceedings 4th European Congress on Sport Management*. EASM: Montpellier, France, 386-394.
28. Westerbeek, H.M. (1995) Adjusting the sport marketing mix for facility dependent sport services. *Proceedings 3rd European Congress on Sport Management*. EASM: Budapest, Hungary, 372-386.

PUBLICATIONS: Articles in professional journals, newspapers and (e)magazines

1. Westerbeek, H.M. (2011). Topsport en wetenschap in Australië. *Sport & Strategie*. Juni, Vol. 5, Issue 8, p.15. (Netherlands).
2. Tibbals, S, Westerbeek, H.M., Cullen, C. and Hopkins. R. (2011). Growth of women's sport, in The Sport Business Debate. SportBusiness International. No. 168, June 2011, p. 75.
3. Westerbeek, H.M. (2011). The beautiful game? Why claims of corruption in FIFA have destroyed football for the fans. Crime pays for Brazil in Olympic Games bid. *The Conversation*. Published on 1 June (Australia). At <http://theconversation.edu.au/the-beautiful-game-why-claims-of-corruption-in-fifa-have-destroyed-football-for-the-fans-1540>
4. Westerbeek, H.M. & Linley, M. (2011). Het bouwen van een stadsmerk door middel van sportevenementen. *Sport & Strategie*. Juni, Vol. 5, Issue 5, p.14. (Netherlands).
5. Westerbeek, H.M. (2011). Crime pays for Brazil in Olympic Games bid. *On line opinion: Australia's e-journal of social and political debate*. Posted 22 February. (Australia). At <http://www.onlineopinion.com.au/view.asp?article=11651>
6. Westerbeek, H.M. (2011). Waarom Nederland de Olympische Spelen moet organiseren!? *Sport & Strategie*. Februari, Vol. 5, Issue 2, pp. 8-9,15. (Netherlands).
7. Westerbeek, H.M. (2011). De eerste IOC-stem voor de Olympische Spelen in Nederland is binnen! *Sport & Strategie*. Februari, Vol. 5, Issue 2, p. 19. (Netherlands).
8. Westerbeek, H.M. (2011). Innoveren in de Australische sport. *Sport & Strategie Innosport special*. Januari, Vol. 5, Issue 1, p. 19. (Netherlands).
9. Westerbeek, H.M. (2011). Invasie van de Aussies. *Sport & Strategie*. Januari, Vol. 5, Issue 1, pp. 18-19. (Netherlands).
10. Westerbeek, H.M. (2010). Een nationale inspanning voor een nationaal resultaat. *Sport & Strategie*. November, Vol. 4, Issue 9, pp. 15-16. (Netherlands).
11. Westerbeek, H.M. (2010). Driving away white elephants – strategically planning the legacy of the Delhi Commonwealth Games : did it happen ? *Biblio*. Vol 15, 9-10, pp. 22-25. (India).
12. Westerbeek, H.M. (2010). The future of sport and science research and education. *Sport and Culture Bulletin*. No 34. September 2010. (Australia).
13. Westerbeek, H.M., Alexanderson, M. & Rotter, J.M. (2010). Is Mexico het volgende sport business-eldorado? *Sport & Strategie*. September, Vol. 4, Issue 7, p. 19. (Netherlands).
14. Westerbeek, H.M. (2010). De Nederlandse top tien ambitie : van droom naar werkelijkheid. *Sport & Strategie*. April, Vol. 4, Issue 3, pp. 8-9. (Netherlands).
15. Westerbeek, H.M. (2010). After the ball is over. *On line opinion: Australia's e-journal of social and political debate*. Posted 13 August. (Australia). At <http://www.onlineopinion.com.au/view.asp?article=10807>
16. Westerbeek, H.M. (2010). Locals pay the bills as FIFA banks the cash. *The Age*. 23 June, p. 17. (Australia).
17. Westerbeek, H.M. (2010). Rules of engagement: salary caps need to remain in place to protect the integrity of the AFL and NRL. *The Age*. 20 May, p. 8. (Australia).
18. Westerbeek, H.M. (2010). Strategically planning the Delhi Games. *The Times of India*. 29 March. P.4. (India).
19. Westerbeek, H.M. (2010). Editorial. *Sport & Strategie*. January, Vol. 4, Issue 1, p. 16. (Netherlands).
20. Westerbeek, H.M. (2010). De jongensdroom van David Tucker. *Sport & Strategie*. January, Vol. 4, Issue 1, p. 16. (Netherlands).
21. Westerbeek, H.M. (2009). Editorial. *Sport & Strategie*. November, Vol. 3, Issue 7, p. 14. (Netherlands).
22. Westerbeek, H.M. (2009). De Indiase sportwereld heeft een revolutie nodig. *Sport & Strategie*. November, Vol. 3, Issue 7, p. 14. (Netherlands).
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24. Westerbeek, H.M. (2009). Het mondiale merk Amsterdam. *Sport & Strategie*. August, Vol. 3, Issue 5, pp. 13-15. (Netherlands).
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26. Westerbeek, H.M. (2009). Een WK van Afrikaanen, niet van Zuid-Afrikaanen. *Sport & Strategie*. June, Vol. 3, Issue 3, pp. 13-14. (Netherlands).
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