



# **The Business of Golf–What Are You Thinking?: The Primer: a Textbook How to Maximize the Financial Return of a Golf Course**

*James J. Keegan*

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The Business of Golf is a series of two books with a passionate focus on creating value for the golfer based on a foundation that produces a return on an investment for the golf course owner.

The Business of Golf–What Are You Thinking? functions as a primer for avid golfers, college students in Professional Golf Management Programs, and golf industry professionals seeking to refresh their knowledge on the fundamentals of the golf industry and operating a golf course.

This book garnered widespread appeal, due to its singularity as a source that provides strategic, tactical, and operational guidance. It has been purchased in over 16 countries and is used by 15 universities and colleges in their curriculums.

In contrast to the basic primer, The Business of Golf–Why? How? What?, first published in 2013, caters to the seasoned industry professional. The book guides a golf course management team in creating a strategic vision, determining the resources to be allocated and the policies and procedures that require consistent execution, accompanied with 21 templates that can be licensed at [www.golfconfergence.com](http://www.golfconfergence.com).

Both of these books represents over a decade of research conducted in partnership with golf courses worldwide. The perspective contained in both addresses comprehensible and executable principals that encompass a diverse range of subjects including architecture, agronomy, intellectual property, rate structures, social media, water utilization and yield management. While the insights presented are clear, the analysis undertaken was extensive.

The principles in these books formed an integral part of a Clemson University Ed.D.D. dissertation in which 11 leading golf course managers operating 34 golf courses vetted and validated the principals herein contained. Assurance of identifying the potential of a facility resides in the application of the books' concepts.

These books help the golf course management team and staff develop a focused and disciplined approach based on quantitative data to identify and mitigate the impact of uncontrollable factors (economy, location and weather). From understanding these fundamentals, the controllable factors can be leveraged to enhance each golfer's qualitative experience while ensuring a positive financial return on investment to the golf course stake-holders.

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