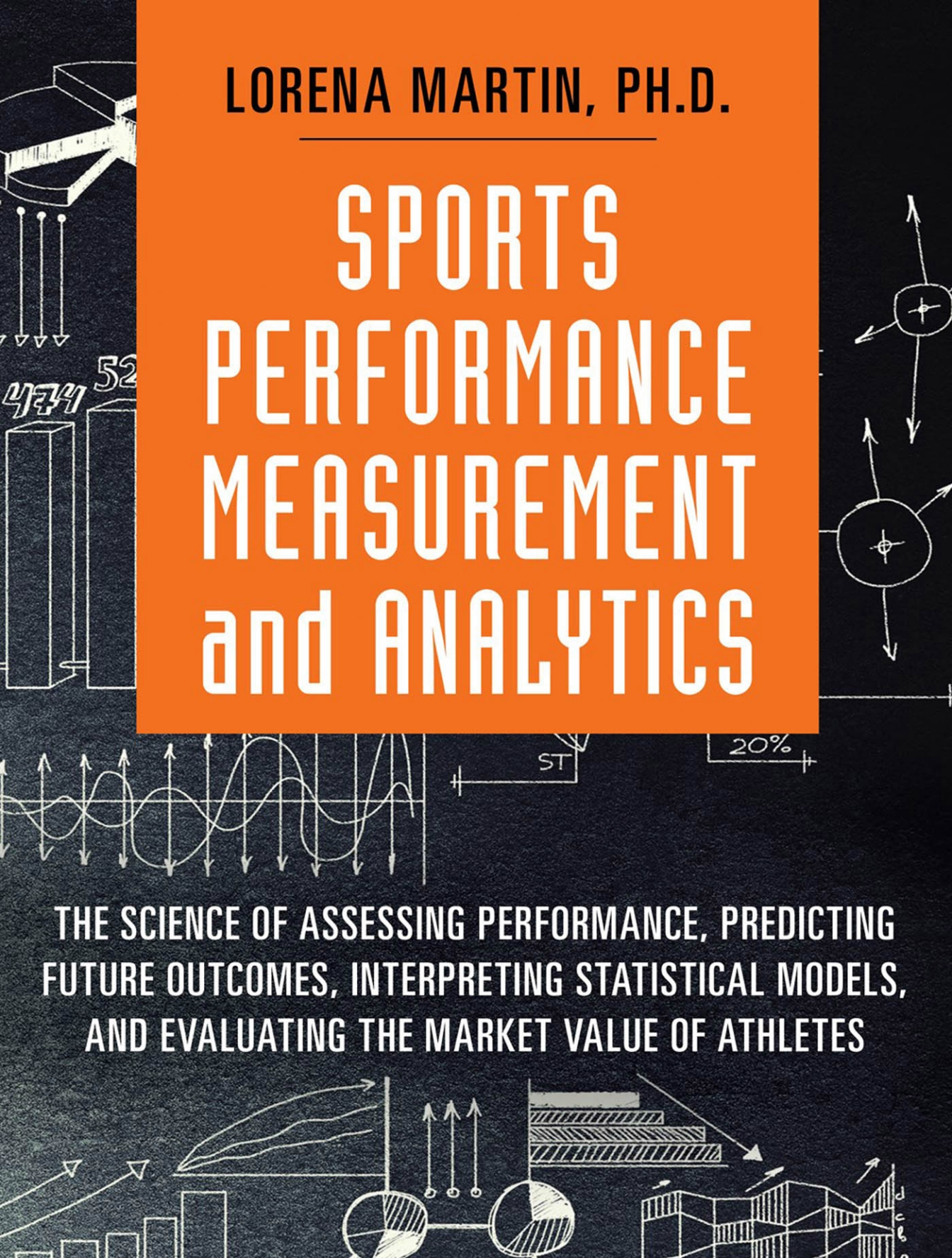




LORENA MARTIN, PH.D.

# SPORTS PERFORMANCE MEASUREMENT and ANALYTICS

THE SCIENCE OF ASSESSING PERFORMANCE, PREDICTING  
FUTURE OUTCOMES, INTERPRETING STATISTICAL MODELS,  
AND EVALUATING THE MARKET VALUE OF ATHLETES

# **Sports Performance Measurement and Analytics**

**The Science of Assessing Performance,  
Predicting Future Outcomes,  
Interpreting Statistical Models,  
and Evaluating the Market Value of Athletes**

**LORENA MARTIN**

# **Sports Performance Measurement and Analytics: The Science of Assessing Performance, Predicting Future Outcomes, Interpreting Statistical Models, and Evaluating the Market Value of Athletes**

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