Description The relationship between managers and sports athletes has evolved in the past few decades due to the rise of new school generational players from different sports such as football and basketball; who have challenged the most successful sports managers/coaches with new success strategies. Research Aim(s) and Objectives • The purpose of this study is to assess critically how top-level sports managers have had to change their management styles to have a successful employment relationship with modern-day athletes. • To appreciate the emerging themes within the social and cultural management of sport • Identify where the focal points for the successful management of sport will emerge from and the skills necessary to respond to these. The dissertation will have a general focus on football so search for literature accordingly.