

Strategic Sport Marketing (Sport Management)



This is a systematic introduction to marketing issues for sport management students as well as practicing sport administrators. Integrating the unique characteristics of sport with traditional marketing theory, it presents a framework of strategic decision-making. Drawing on their extensive international experience, the authors explain the diverse markets for sport: participants, sponsors, spectators, and lounge-room fans. Case studies and sportviews selected from a wide range of sports and media illustrate the unique features of sport marketing. With detailed examples and step-by-step processes, Strategic Sport Marketing is a practical tool and theoretical guide to sport marketing internationally. This third edition is fully revised and updated, and includes a new chapter on the role of online and other digital technologies in sport marketing.

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