

Fundamentals of Sport Marketing, 2nd Edition (Paperback)

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Reviews

Very useful to all category of men and women. I actually have study and i also am certain that i am going to going to read through again once more down the road. Its been written in an exceptionally simple way and is particularly only soon after i finished reading this publication by which basically altered me, modify the way in my opinion. (Dr. Sarai Fisher DDS)

FUNDAMENTALS OF SPORT MARKETING, 2ND EDITION (PAPERBACK)



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Fitness Information Technology, Inc, U.S., United States, 2002. Paperback. Condition: New. Language: English . Brand New Book. This Second Edition of Fundamentals of Sport Marketing covers the theories fundamentals and practical applications of marketing to sport business. Like no other book in the field Fundamentals of Sport Marketing introduces students to the diversity of sport business -- not merely professional and collegiate sport but sport marketing research companies sponsorship management companies sport goods manufacturers and retailers sports television companies web sport enterprise and sport tourism companies. Since the first edition was published students working in the industry report that they continue to use it and follow it as a handbook. The updated revised and expanded chapters in the 2nd Edition include new content case studies and material on the innovations in the sport marketing industry such as marketing via the Internet alternative sports and the global sport marketplace.

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