



Global Sport Sponsorship (Paperback)

By -

Bloomsbury Publishing PLC, United Kingdom, 2005. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Estimated to have an annual worth of US\$24.8 billion dollars, the global sport sponsorship industry has become of vital importance to anybody interested in understanding the sport-commerce nexus. Global Sport Sponsorship is the first text to provide a comprehensive, multi-disciplinary analysis of this industry. Leading scholars from marketing, management, sociology, cultural studies, tourism, and gender studies address issues central to current debates in each of these disciplines. Topics covered include: the strategic nature of global sport sponsorship; the role of celebrities in global advertising; controversies surrounding conventional norms of what constitutes acceptable sponsorship; the utilization of sponsorship in the construction of global alliances; using sponsorship to negotiate local markets; the development of effective methods of evaluation. Global Sport Sponsorship is essential reading for anyone involved in the practice or academic study of one of the world's largest industries.

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