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STRATEGIE DI MARKETING DI UN'ASSOCIAZIONE SPORTIVA DILETTANTISTICA



Condition: New. Publisher/Verlag: Edizioni Accademiche Italiane | Analisi delle principali strategie di marketing utili a far crescere un'associazione sportiva dilettantistica | Questo progetto è stato il mio lavoro presentato al termine del percorso di laurea triennale in Economia Aziendale. Ho voluto analizzare quelle che possono essere le migliori strategie di marketing sfruttabili affinché un'associazione sportiva possa crescere e migliorare. In particolar modo mi sono soffermata sulla Swot Analysis (studio su forze e debolezze interne, minacce e opportunità provenienti dal mondo...

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