

## Journal Of Applied Marketing Theory

Fans of specific sports teams, television series, and video games, to name a few, often create subcultures in which to discuss and celebrate their loyalty and enthusiasm for a particular object or person. Due to their strong emotional attachments, members of these fandoms are often quick to voluntarily invest their time, money, and energy into a related product or brand, thereby creating a group of faithful and passionate consumers that play a significant role in multiple domains of contemporary culture. The Handbook of Research on the Impact of Fandom in Society and Consumerism is an essential reference source that examines the cultural and economic effects of the fandom phenomenon through a multidisciplinary lens and shapes an understanding of the impact of fandom on brand building. Featuring coverage on a wide range of topics such as religiosity, cosplay, and event marketing, this publication is ideally designed for marketers, managers, advertisers, brand managers, consumer behavior analysts, product developers, psychologists, entertainment managers, event coordinators, political scientists, anthropologists, academicians, researchers, and students seeking current studies on the global impact of this particularly devoted community.

Hispanic Marketing: The Power of the New Latino Consumer focuses on using cultural insights to connect with Latino consumers. Now in its third edition, the book provides marketers with the skills necessary to perform useful Hispanic market analysis and thus develop effective integrated marketing communication strategies. Brought to you by three leaders in the field of Hispanic Marketing, this third edition now includes: twenty-seven new case studies which emphasize digital marketing applications theories and discussions on recent change to Hispanic culture and society concepts of social identity, motivation, cognitive learning, acculturation, technology adaptation and the influence of word of mouth in relation to the Hispanic market a brand new companion website for course instructors with PowerPoint slides, videos, testbank questions and assignment examples Replete with marketing strategies that tap into the passion of Hispanic consumers, this book is the perfect companion for anyone specializing in Hispanic marketing who aims to build a meaningful connection between their brand and target markets. Shelby Hunt's revision of "Foundations of Marketing Theory" continues the tradition of the previous three by providing a clear framework for advancing marketing thought and research.

From a renowned group of international scholars, this new work examines how leading economic countries use sport business to drive and further economic development by raising brand awareness (country as a brand), transforming lagging communities, and enhancing travel and tourism in the country.

Global Sport Management  
Marketing Theory  
Principles of Marketology, Volume 2  
Cause-Related Marketing  
MODELER, STATISTICS AND AMOS GRAPHICS  
Case Studies From a Global Perspective  
The Roots and Uses of Marketing Knowledge  
Applied Marketing, Loose-LeafJohn Wiley & Sons

Anybody working in sport management will be involved in the operation of a sports facility at some point in their career. It is a core professional competency at the heart of successful sport business. Sport Facility Operations Management is a comprehensive and engaging textbook which introduces cutting-edge concepts in facilities and operations management, including practical guidance from professional facility managers. Now in a fully revised and updated second edition, which introduces new chapters on capital investment and operational decision-making, the book covers all fundamental aspects of sport facility operations management from a global perspective, including: ownership structures and financing options planning, design, and construction processes organizational and human resource management financial and operations management legal concerns marketing management and event planning risk assessment and security planning benchmarking and performance management Each chapter contains newly updated real-world case studies and discussion questions, innovative 'Technology Now!' features and step-by-step guidance through every element of successful sport facilities and operations management, while an expanded companion website offers lecture slides, a sample course syllabus, a bank of multiple-choice and essay questions, glossary flashcards links to further reading, and appendices with relevant supplemental documentation. With a clear structure running from planning through to the application of core management disciplines, Sport Facility Operations Management is essential reading for any sport management course.

One of the true classics in Marketing is now thoughtfully revised and updated. 'Marketing Theory' is both evolutionary and revolutionary. As in earlier editions, Shelby Hunt focuses on the marketing discipline's multiple stakeholders. He articulates a philosophy of science-based 'tool kit' for developing and analyzing theories, law-like generalizations, and explanations in marketing science. Hunt adds a new dimension to the book, however, by developing arguments for the position that Resource-Advantage Theory provides the foundation for a general theory of marketing and a theoretical foundation for business and marketing strategy. Also new to this edition are four chapters adapted and updated from Hunt's 'Controversy in Marketing Theory' that analyze the 'philosophy debates' within the field, including controversies with respect to scientific realism, qualitative methods, truth, and objectivity.

The shift to managed markets has meant that whilst planners and purchasers of health and social services seek information on needs, managers who provide these services seek information on performance and response. Market research contributes to both. This text is a comprehensive and rigorous introduction to the relevance, planning and management of market research in the areas of health and social care that have developed in Britain and most other industrialised countries. It features: \* an explanation of how managed markets provide the context for market research \* a comprehensive guide to choosing the appropriate survey method \* recommendations for commissioning, monitoring and implementing results \* practical advice on producing successful student projects \* a comparative international perspective. Intended for managers and students of public sector management and marketing, this outstanding book contains instruction on research methods, practical advice for managers and professionals on how to commission, monitor and implement the results of market research, and an excellent selection of case studies.

Practice  
Market Research in Health and Social Care  
The Power of the New Latino Consumer  
Understanding Fan Behavior and Organizations  
Comparisons In and Out of the Sport Context  
E-Marketing  
Principles and Practice of SME Marketing  
Now in a fully revised and updated fourth edition, *Advanced Theory and Practice in Sport Marketing* is still the only textbook to introduce key theory and best practice in sport marketing at an advanced level. The book goes beyond the introductory sport marketing course by exploring advanced marketing theories related to topics such as ethics and social responsibility, international marketing, marketing research and information systems, data analytics, consumer behavior, product and logistics management, branding and brand management, sales management, promotions, social media and networking, destination marketing, and evaluating performance. New to this edition are sections on pricing structures and strategies, experiential marketing, new digital marketing communications and technology, emotional intelligence in sport marketing, and social entrepreneurship. This is also one of the first books to consider the challenges of sports marketing in a post-COVID world. Every chapter contains extended case studies and theory-to-practice insights from marketing professionals around the world. This is an essential textbook for courses on sport marketing, and invaluable recommended reading for any general course on sport business, sport management, sport development, or marketing. Ancillary resources include a test bank, PowerPoint slides, and a master course syllabus.

This book focuses on how rivalry influences fan perceptions and behaviors, the role of organizations to responsibly promote rivalries, and discusses how to decrease negative and group-member deviance surrounding sport rivalry. Rivalry is a phenomenon that helps organizations and participants increase their output while also engaging fans. The author argues that the goal of rivalry should be to increase engagement and interest in the product without stepping over a sometimes invisible line resulting in fan or group member negativity, deviance, and violence. Through the introduction of two scales that specifically measure how group members react to out-groups in the sport setting, this book offers scholars deeper insights into what rivalry means and how it can be used to responsibly promote the sport product. Marketing Research 2nd Asia-Pacific edition continues to equip students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model which is reinforced throughout the text. Using a raft of contemporary local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques such as grounded theory, ethnography, phenomenology, automated interviewing, text, data mining and the increasing use of online panels. To strength its 'learning by doing' approach, this edition of Marketing Research integrates Qualtrics: a robust and easy-to-use online survey tool that provides students with a platform for designing, distributing and evaluating survey results. For analysing data, the text covers both SPSS and EXCEL outputs. Finally, each stage of research reporting is explained, as well as a range of presentation methodologies. This text is indispensable for students studying marketing research in any business or marketing course.

Sport is big business in the USA. From collegiate sport through to the professional leagues, the sport industry generates huge revenues, employs thousands of people and engages millions of fans and consumers. This book offers an evidence-based snapshot of the contemporary sport industry in the USA. Featuring new research from scholars working every sector of sport business, the book covers key topics such as consumer behaviour, sport marketing, the development of 'sport', sport broadcasting, internships, and leadership. It adds critical depth to our understanding of the sport industry in the world's single biggest sport marketplace. Sport Business in the United States offers fascinating new perspectives for researchers, students and industry professionals. It is important reading for anybody working in sport management or sport business, whether inside the US or around the world.

Advanced Theory and Practice in Sport Marketing  
Discourses in the Real World

Marketing and Humanity  
Understanding the Dynamics of the Value Chain  
Rivalry and Group Behavior Among Consumers and Brands  
A Global Perspective

Entrepreneurial Marketing for SMEs

*The globalization of marketing has brought about an interesting paradox: as the discipline becomes more global, the need to understand cultural differences becomes all the more crucial. This is the challenge in an increasingly international marketplace and a problem that the world's most powerful businesses must solve. From this challenge has grown the exciting discipline of ethnic marketing, which seeks to understand the considerable opportunities and challenges presented by cultural and ethnic diversity in the marketplace. To date, scholarship in the area has been lively but disparate. This volume brings together cutting-edge research on ethnic marketing from thought leaders across the world. Each chapter covers a key theme, reflecting the increasing diversity of the latest research, including models of culture change, parenting and socialization, responses to web and advertising, role of space and social innovation in ethnic marketing, ethnic consumer decision making, religiosity, differing attitudes to materialism, acculturation, targeting and ethical and public policy issues. The result is a solid framework and a comprehensive reference point for consumer researchers, students, and practitioners.*

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From issues of racism to the severity of concussions to celebrity endorsements, the sports industry continues to significantly impact society. With the rise of eSports and its projection as the next billion dollar industry, it is vital that a multifaceted approach to sports research be undertaken. On one side, businesses are continually offering new methods for marketing and branding and finding the best ways to enhance consumer engagement and the consumer experience. On the other side, there has been progress and new findings in the physical fitness and training of the athletes themselves along with discussions on their psychology and wellbeing. This two-tiered approach to analyzing sports and eSports from a practical business perspective, along with a lens placed on the athletes themselves, provides a comprehensive view of the current advancements, technologies, and strategies within various aspects of the sports and esports industry. *Research Anthology on Business Strategies, Health Factors, and Ethical Implications in Sports and eSports* covers the latest findings on all factors of sports: the branding and marketing of sports and eSports, studies on athletes and consumers, a dive into the ethics of sports, and the introduction of eSports to the industry. This wide coverage of all fields of research recently conducted leads this book to be a well-rounded view of how sports are functioning in modern times. Highlighted topics include branding tactics, consumer engagement, eSports history and technologies, ethics and law, and psychological studies of athlete wellness. This book is ideal for sports managers, athletes, trainers, marketers, brand managers, advertisers, practitioners, stakeholders, researchers, academicians, and students interested working in the fields of sports medicine, law, physical education, assistive technologies, marketing, consumer behavior, and psychology.

*Natural disasters, wars and conflicts, epidemics, and other major crises can devastate a tourism service or destination. Though there is extensive literature and research on preparation and coping with tourism crises, there is a gap in information on how to best market and recover from the destruction of caused to tourism businesses and destinations. This book fills the gap by comprehensively examining how to rebuild the market for a tourism service or destination after a catastrophe. This important book presents leading experts from around the world and providing useful instruction on effective ways to plan for future crisis response and strategies for recovering business. A crisis may arise from several types of destructive occurrences, from natural physical destruction of important infrastructure to acts of terrorism. Because of the broad range of potential problems, there is no single strategy for which to deal with crises. The book explores a wide range of catastrophes, from Hurricane Katrina to tsunamis to war, taking a detailed look at management and administrative strategies which can help stimulate tourism recovery. This book explores stealth and catastrophic risks, risk perceptions, mediating the effects of natural disasters on travel intention, and various marketing strategies designed to bring customers back. This volume may become one of the most crucial resources in a tourism professional's library. The book is extensively referenced and includes several tables and figures to clearly explain data. This book is essential reading for tourism researchers, tourism educators, tourism industry managers, and tourism industry administrators. This book was published as a special issue of the Journal of Travel & Tourism Marketing.*

Hispanic Marketing

An Integrated Approach to Environmental Management  
Marketing Theory: Philosophy of Science Perspectives

Theories, Perspectives, and Stakeholders

Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior

Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty

A globalization process epitomised by historically large cross-border population movements with rapidly improving networking and communication technologies, has resulted in the growth of ethnic diversity across newly industrialised economies. Instead of adapting to a dominant, host country culture, many ethnic minorities seek to preserve their identities, both as diasporic communities and within their adopted countries. For marketers it has been recognised as crucial to understand the unique needs of these individuals and to develop superior marketing strategies that meet their preferences. Ethnic Marketing shows the rich opportunities that ethnic minority communities have to offer, as well as offering instruction on the design and implementation of effective social and business marketing strategies. The text offers practical guidance on assessing the needs of individual ethnic communities and a guide to marketing to these communities within various countries. Since the publication of Pires' and Stanton's 2005 book there has been continuing changes in the political, social and economic environment in many countries which have growing ethnic minorities. Incorporating new research across disciplines on the marketing relevance of ethnic minorities, this book also integrates contributions and excerpts from in-depth interviews conducted with leading marketing experts, whose views and insights stimulate discussion and result in an invaluable guide to best practice in ethnic marketing across the world, plus expert insights into the future of this dynamic area.

This is an essential reference source for researchers and advanced marketing students taking both postgraduate and undergraduate courses in marketing management or strategy, as well as government, marketing practitioners and businesses seeking ways to reach ethnic communities. This book traces the development of internal marketing from initial conceptualisation through to the current issues. It identifies both significant underlying tensions between major theorists and areas in which new perspectives may enrich our understanding of this crucial subject. Internal marketing is the use of traditional strategies by organisations to market themselves to their employees. Presented in bite-sized sections, each of which dissects the most important themes and concepts underpinning the subject, this book explains how subsidiary areas of study have emerged and suggests how the introduction of concepts and perspectives from channel management literature can help analyse the dyadic encounters in which internal marketing takes place. Brown critically extends the scope of internal marketing theory yet further by presenting and analysing new interview transcripts to suggest that internal demarketing – an organisation making itself less attractive to its employees – may sometimes be undertaken intentionally. Internationally applicable and highly accessible, Internal Marketing is perfect for students, teachers, and researchers with an interest not only in internal marketing, but also in employer relations, internal branding, employer branding, and internal communications. It uses clear language and gradually introduces the reader to more sophisticated theoretical concepts step by step, with a uniquely focused, critical, and comprehensive thematic coverage of internal marketing and its extensive theoretical outputs.

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Fans is an essential reference source that discusses what causes and influences rivalry, as well as how it impacts sport fans. Featuring research on topics such as bracketed morality, competitive sports, and social identity, this book is ideally designed for academics, students, and researchers studying the rivalry phenomenon across such disciplines as psychology, sociology, political science, sport and entertainment, consumer behavior, and marketing.

Applied Marketing, Loose-Leaf

Foundations, Controversy, Strategy, and Resource-advantage Theory

An Applied Service Marketing Theory

Theory and Application

Research Anthology on Business Strategies, Health Factors, and Ethical Implications in Sports and eSports

Marketing Research

Economics and Management of Networks

This interdisciplinary book extends knowledge by comparing rivalry and rival group behavior in sport within areas outside of sport, such as consumer brands, political discourse, and product/service preferences. It examines how out-group behavior differs among relevant groups. Readers are introduced to the phenomenon of rivalry, using the sport setting as an example. Then, the author offers separate quantitative and qualitative investigations to compare how rivalry and group behavior differ among sport and non-sport settings. Incorporating research from marketing, psychology, political science, and sociology, this book offers researchers in several fields a new understanding of individual and group behavior.

Business innovation driven by the advancement of technology has dramatically changed the business landscape over recent years, not only in advanced countries but also in emerging markets. It is expected that business innovation could help achieve economic inclusion, which has been a global initiative over the last decade, creating opportunities for all people to benefit from the economic development. These proceedings provide an outlet for discussing the importance of business innovation, especially in emerging countries in helping to reach inclusive economies. The papers cover the subject areas management, accounting, finance, economics and social sciences.

Small and medium enterprises (SMEs) dominate the market in terms of sheer number of organisations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organisations, which can be explained to a significant degree by a lack of marketing understanding in this sector. Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism. This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from this customer insight offered by this approach.

While rivalries are a key aspect of the sports world, they are not well understood. It is essential to study how rivalries influence fan behavior in order to predict and identify their effect on social interaction, consumer behavior, and the entertainment industry. Understanding Rivalry and Its Influence on Sports Fans is an essential reference source that discusses what causes and influences rivalry, as well as how it impacts sport fans. Featuring research on topics such as bracketed morality, competitive sports, and social identity, this book is ideally designed for academics, students, and researchers studying the rivalry phenomenon across such disciplines as psychology, sociology, political science, sport and entertainment, consumer behavior, and marketing.

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