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**Sports Marketing
A Strategic
Perspective 4th
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The hosting of sports events – whether large international events, or smaller niche events – can have a significant and long-lasting impact on the local environment, economy and society. Strategic Sports Event

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Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a

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unique conceptual framework with a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement

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strategies that lead to successful outcomes over the short and long-term. This fully revised and updated third edition uses international case studies in every chapter, from the NBA and NFL to Formula One and the

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English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of the London Olympic Games, the ultimate sporting event and an

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important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including sports organizations, such as the IOC, FIFA and IAAF,

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and their interactions with event partners, the media and promoters short-term and long-term benefits of the planning process event impact and legacy operational functions including finance, ticketing, transport,

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venues, IT, human resources, and security marketing and communications, including social networking and new media the bidding process research and evaluation. Strategic Sports Event Management is the

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leading sports event management textbook and is now accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students

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of sport management or event management, and all practising event managers looking to develop their professional skills.. Contemporary sport business is international. From global sport competitions and events,

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sponsorship deals and broadcasting rights to labour markets and lucrative flows of tourists, anybody working in sport business today has to have an international perspective. This book offers the broadest and

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most in-depth guide to the key themes in international sport business today, covering every core area from strategy and marketing to finance, media and the law. Including authors from more than twenty countries

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spanning the Americas, Europe, Asia, Africa and Australia, this handbook addresses the most important issues in the world of sport business from a uniquely global perspective. Each chapter examines a particular cross-

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section of business and sport, encompassing all levels from grassroots to professional and elite. Divided into seven major subject areas, it offers insights from experts on: International Sport Business Strategy Sport

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Marketing Sport Economics and
Finance International Sport Law
Sport Media and Communication
Sport Tourism Sport
Development. The Routledge
Handbook of International Sport
Business is an essential

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resource for any course on sport business, sport management or international business.

This much awaited second edition includes contemporary case studies that demonstrate applications of marketing

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techniques in the sport industry. The new edition, comprised of completely newly written cases, analyses a myriad of contemporary marketing plans, such as forming strategic alliances through sponsorship,

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creating community and building fan equity, and using inclusive sport as a vehicle for development and peace. This text is a valuable asset to supplement sport marketing courses at the graduate and

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undergraduate levels.

"This book examines a range of contemporary issues related to the global delivery of sport management education. At a time of unprecedented change in Higher Education, the book looks

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closely at how sport management education can and should deliver positive outcomes in sport business and management outside of the university. The book brings together sport management

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academics from around the globe and examines how their practice in education has been shaped by the cultural, religious and political context of the national regions in which they work. It aims to identify core

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principles in sport management education and implementation, and discusses the key aspects of sport management programs, from curriculum design and pedagogy to issues around unified accreditation and the

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needs of employers. It also focuses in on what sport management education might look like in an increasingly digital post-COVID world. This is essential reading for all sport management educators and

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anybody working in sport-related professions looking to understand global educational platforms and their implications for policy at local, regional, national and international level"--
Football is big business. The top

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teams and leagues in world football generate billions of dollars in revenue and serve an audience of billions of fans. This book focuses on the marketing of football as the apex of the contemporary football industry.

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Drawing upon key theories and concepts in sport marketing, it highlights the critical strategic and operational elements that underpin effective marketing in football clubs around the world. From the English Premier

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League to Major League Soccer, this handbook addresses the most important developments in sponsorship, marketing communications, digital marketing strategies, customer relationship management and

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social media. Written by a team of leading football marketing experts, it presents the latest cutting-edge research in case studies from countries including the UK, USA, France, Spain, Germany, Italy, China and

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Japan. The only up-to-date book on football marketing written from a truly international perspective, the Routledge Handbook of Football Marketing is an invaluable resource for any researcher or advanced student

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with an interest in football marketing, as well as all marketers working in the professional football business. Sports and Entertainment Marketing International perspectives

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How to Market a Product Nobody
Wants

Diversity and Inclusion in Sport
Organizations

Electronic Commerce

Sport Management Education

Contemporary sport is both a

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sophisticated and complex international business and a mass participatory practice run largely by volunteers and community organisations. Now in a fully revised and expanded second edition, this authoritative

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and comprehensive introduction to the theory and practice of sports management helps to explain the modern commercial environment that shapes sport at all levels and gives clear and sensible guidance on best

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practice in sports management, from elite sport to the local level. The first section examines the global context for contemporary sports management. The second explores the key functional areas of management, from

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**organisation and strategy to
finance and marketing, and
explains how successful
managerial techniques can be
applied in a sporting context.
The final section surveys a wide
range of important issues in**

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**contemporary sports
management, from corporate
social responsibility to the use of
information and communication
technologies. Together, these
sections provide a complete
package of theory, applied**

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practical skills and a state-of-the-art review of modern sport business. Complemented by a companion website full of additional resources, this book is essential reading for all students of sport management and sport

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business.

Diversity and Inclusion in Sport Organizations provides readers with a comprehensive understanding of the ways in which people differ--including race, sex, age, mental and

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physical ability, appearance, religion, sexual orientation, and social class--and how these differences can influence sport organizations. It offers specific strategies for managing diversity in work and sport environments,

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provides an overview of diversity training that can be implemented in the workplace, and discusses the legal issues related to the various diversity dimensions. Grounded in research and theory, this user-friendly book

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emphasizes the practical applications of research findings and provides relevant sport-related examples. Its clear discussions and logical connections among ideas helps readers understand the

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managerial implications of fostering and sustaining a diverse workforce. The third edition has a new title, which reflects an expansion of the book's content and focus to cover inclusion in addition to

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diversity and diversity management. It also includes a new chapter on using sport to promote inclusion and social change as well as discussions of legal aspects of diversity and inclusion in relevant chapters.

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Sport marketing is more accessible than ever, with sport business professionals, companies, the media, athletes, teams, coaches, and fans connecting in new ways and with new experiences. Sport

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**Marketing, Fifth Edition With
HKPropel Access, presents a
modernized, current-day
approach to the dynamic
industry of sport marketing. A
full-color presentation brings
this vibrant field to life with**

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comprehensive coverage—balanced between theoretical and practical—to provide an understanding of the foundations of sport marketing and how to enhance the sport experience. Building on the

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**legacy that Bernard Mullin,
Stephen Hardy, and William
Sutton established in the first
four editions, a new author team,
handpicked by their
predecessors, draw from their
modern experience in the field to**

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add a fresh perspective to this essential text. They bring the sport industry directly to the reader through extensive industry examples, interviews of top sports executives, challenging case studies, and

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global perspectives from teams, leagues, and other agencies around the world. Reflecting the evolving landscape of sport marketing, the text will prepare students to stay on the leading edge with the following updates:

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A focus on current and emerging technologies and how they have revolutionized the sport industry—ranging from mobile video streaming and fantasy sports to artificial intelligence and virtual reality Greater

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**emphasis on data and analytics
to make more informed business
decisions In-depth examination
of how social media and digital
platforms serve as critical
communication channels to drive
sport marketing strategy and**

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execution New content on target marketing, including understanding millennial sports fans and engaging with Generation Z Updated coverage of sales processes, addressing both traditional methods and

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**new strategies for the mobile age
Discussion of modern ticketing
practices and the secondary
ticket market, including how
leagues partner with secondary
ticket providers and the impact
on pricing strategies Also new to**

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the fifth edition are related online learning aids, now delivered through HKPropel, designed to engage students and test comprehension of the material. Exclusive video interviews with sport industry leaders offer

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**insights into how they
incorporate marketing strategies
into their daily work. Discussion
questions and activities for each
chapter guide students to apply
core concepts, and web search
activities provide opportunities**

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for students to compare strategies found on sport organization websites and other online locations. In addition, chapter objectives, an opening scenario, sidebars highlighting key concepts, and Wrap-Up,

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Activities, and Your Marketing Plan sections at the ends of chapters offer students additional learning tools as they explore how fans, players, coaches, the media, and companies interact to drive the

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sport industry. With Sport Marketing, Fifth Edition With HKPropel Access, students will develop valuable marketing skills and prepare for a successful career in the competitive world of sport marketing. Note: A code

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for accessing HKPropel is not included with this ebook but may be purchased separately.

This book explores sport marketing analytics, an essential and crucially important aspect of contemporary sport business.

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Successful sport marketing begins and ends with the consumer, so understanding the consumer experience is critical. Marketing Analysis in Sport Business demonstrates how rigorous analytical procedures

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are the key to developing effective, evidence-based marketing practices that reflect real consumer needs. Presenting cutting-edge case studies of sport marketing analytics in action, the book explores topics

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such as digital communications, social media, digital ticketing, event marketing, the economic impact of COVID-19, developing sport brands, and conducting research with athletes and event participants. Written by a team of

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**authors from 15 countries,
including Australia, China,
France, Iran, Italy, Japan, Mexico,
New Zealand, Serbia, South
Korea, Spain, Taiwan, the UK, the
US and Venezuela, the book
offers insight from a variety of**

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cultural contexts and new perspectives on the global sport industry. Marketing Analysis in Sport Business is illuminating reading for any advanced student, researcher or professional working in sport

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business and management, sport development, marketing, strategic management, or international business.

"Sports Marketing: A Strategic Perspective offers you the latest concepts in sports marketing

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with applications to today's world of sports. This contemporary text illustrates the complex and diverse nature of sports marketing through a wide range of innovative materials including the video, Sports

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**Marketing at Showtime."--BOOK
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Globalization and Sport
Marketing Strategies**

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The Strategic Perspective
Strategic Sport Communication
Understanding Sport
Management
Case Studies in Sport Marketing

Today's high-performance
sports business is more

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complex than ever before and presents new challenges to the industry at all levels. Sports organizations are fighting hard for the money and engagement of

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fans, media, and
sponsors while facing
unprecedented
competition both
domestically and
internationally. The
cost of doing business

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continues to rise, while traditional revenue streams are under increased pressure. In *The Sports Strategist: Developing Leaders for a High-Performance*

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Industry, authors Irving
Rein, Ben Shields, and
Adam Grossman

demonstrate that relying
too much on winning is a
losing long-term
strategy for dealing

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with these challenges.
Instead, they argue that
sports organizations
must focus on
identifying and
maximizing key factors
that, unlike winning,

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can be controlled and shaped. By building a more well-rounded business, sports strategists will position themselves and their organizations for

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sustainable success in the industry. Blending extensive industry experience and real-world case studies with their academic expertise, the authors

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arm students with the combination of the necessary tools to help them make better strategic decisions. Students will learn how to design identities,

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reinvigorate venue experiences, manage narratives, and maximize new technology in today's connected world. In addition, readers will explore how to

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implement business analytics, build public support, and apply ethics in decision-making. These techniques are vital to creating a successful sports

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organization that is ready to reap the benefits of winning when it does happen, without having to suffer when it does not. The demand for innovative leaders who

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can address these issues and make tough decisions on which challenges to prioritize has never been greater. The Sports Strategist is an essential resource for

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anyone looking to thrive
in the sports industry.
Sports marketing has
become a cornerstone of
successful sports
management and business,
driving growth in sport

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organisations and
widening fan-bases.

Showcasing the latest
thinking and research in
sports marketing from
around the world, the
Routledge Handbook of

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Sports Marketing goes further than any other book in exploring the full range of this exciting discipline.

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scholars and practitioners from across the globe, the book examines theories, concepts, issues and best practice across six thematic

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sections—brands,
sponsorship, ambush
marketing, fans and
spectators, media, and
ethics and
development—and examines
key topics such as:

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consumer behaviour
marketing communications
strategic marketing
international marketing
experiential marketing
and marketing and
digital media

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Comprehensive and
authoritative, the
Routledge Handbook of
Sports Marketing is an
essential reference for
any student or
researcher working in

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sport marketing, sport
management, sport
business, sports
administration or sport
development, and for all
practitioners looking to
develop their

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professional knowledge.
To survive in today's
competitive business
environment, marketing
professionals must look
to develop innovative
methods of reaching

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their customers and stakeholders. Web 2.0 provides a useful tool in developing the relationships between business and consumer. The Handbook of Research

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on Integrating Social
Media into Strategic
Marketing explores the
use of social networking
and other online media
in marketing
communications,

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including both best practices and common pitfalls to provide comprehensive coverage of the topic. This book is intended for marketing professionals,

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business managers, and anyone interested in how social media fits into today's marketing environments.

This exciting new text from The Dryden Press

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provides a strategic marketing and managerial perspective of electronic commerce. The research of the four highly-qualified authors provides the basis for

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the book, allowing for first-hand experience, varied viewpoints, and relevance.

Keeping pace with the rapidly evolving field of sport management,

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Contemporary Sport
Management, the
authoritative
introductory text in the
field, returns with a
thoroughly updated
seventh edition. Over 50

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contributors with a diverse array of cultural and educational backgrounds deliver a complete and contemporary overview of the field, presented in

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full color for a
visually engaging read.
With a simplified
structure to reflect
current demands of the
profession and
addressing all the

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Common Professional
Component topics
outlined by the
Commission on Sport
Management Accreditation
(COSMA), Contemporary
Sport Management,

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Seventh Edition With
HKPropel Access, is
organized into three
parts. Part I,
Introduction to Sport
Management, provides an
overview of the field

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and leadership concepts associated with it. Part II, Sport Management Sites, details the major settings in which many sport management careers are carried out,

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including new content on sport participation across the life span. In part III, Sport Management Functions, readers will learn about the key functional areas

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of sport management,
including sport
marketing, sport
communication, sport
facility and event
management, and more,
with new content on

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sales as a career path.
New and updated content
throughout this edition
allows students to stay
on the leading edge of
the field: Discussion of
the evolution of

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esports, fantasy sports,
and sport betting

Content covering
emerging technologies in
sport management,
including streaming,
artificial intelligence

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(AI), augmented reality
(AR), and virtual
reality (VR) New case
study sidebars with
short-answer questions
Recommended Case Studies
in Sport Management

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journal articles for
each chapter, designed
to promote critical
thinking and demonstrate
understanding of chapter
content Related student
learning activities and

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activities, and Day in
the Life activities tied

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to professional profiles, students will be challenged to think critically about sport management as both a field of study and a vibrant professional

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environment with a variety of career paths, and they will develop insight into issues they will encounter in their careers. Chapter quizzes are also included and

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can be assigned by
instructors.

Contemporary Sport
Management, Seventh
Edition, will broaden
students' understanding
of sport management

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issues, emphasizing
critical thinking,
ethics, and diversity
while providing students
with an introduction to
all the aspects of the
field they need to know

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as they prepare to enter the profession. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately. Strategic Sports Event

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Management

Sport Consumer Behaviour
Outlines and Highlights
for Sports Marketing
Handbook of Research on
Integrating Social Media
into Strategic Marketing

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A Strategic Perspective
by Matthew D Shank, ISBN
Sport Marketing in a
Global Environment

*Now in a fully revised and updated 5th
edition, Sports Marketing: A Strategic
Perspective is the most authoritative,*

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*comprehensive and engaging
introduction to sports marketing
currently available. It is the only
introductory textbook to adopt a strategic
approach, explaining clearly how every
element of the marketing process should
be designed and managed, from goal-*

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setting and planning to implementation and control. Covering all the key topics in the sports marketing curriculum, including consumer behavior, market research, promotions, products, pricing, sponsorship, business ethics, technology and e-marketing, the book introduces

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core theory and concepts, explains best practice, and surveys the rapidly-changing, international sports business environment. Every chapter contains extensive real-world case studies and biographies of key industry figures and challenging review exercises which

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encourage the reader to reflect critically on their own knowledge and professional practice. The book's companion website offers additional resources for instructors and students, including an instructors' guide, test bank, presentation slides and useful weblinks.

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Sports Marketing: A Strategic Perspective is an essential foundation for any sports marketing or sports business course, and an invaluable reference for any sports marketing practitioner looking to improve their professional practice. Theory is an essential element in the

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*development of any academic discipline
and sport management is no exception.
This is the first book to trace the
intellectual contours of theory in sport
management, and to explain, critique
and celebrate the importance of sport
management theory in academic*

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research, teaching and learning, and in the development of professional practice. Written by a world-class team of international sport management scholars, each of whom has taken a leading role in developing a particular theory or framework for understanding

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sport management, the book covers the full span of contemporary issues, debates, themes and functional approaches, from corporate social responsibility and diversity to strategy, marketing and finance. Every chapter explores a key theoretical approach,

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including an overview of that theory, a discussion of the process of theory development and of how the theory has been employed in research, practice or teaching, and outlines directions for future research in that area. Each chapter includes cases and examples, as

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well as short illustrative commentaries from people who have used that particular theory in their work, and attempts to highlight the theory-practice links, or gaps, in that area. For a fully-rounded understanding of what sport management is and how it should be

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studied, taught and practiced, a thorough grounding in theory is essential. The Routledge Handbook of Theory in Sport Management is therefore important reading for all advanced students, researchers, instructors, managers and practitioners working in this exciting

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field.

Sports Marketing: A Strategic Perspective is the most authoritative, comprehensive, and engaging introduction to sports marketing currently available. It is the only introductory textbook on this subject to adopt a strategic approach, explaining

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clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control. Covering all the key topics in the sports marketing curriculum, including consumer behavior, market research,

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promotions, products, pricing, sponsorship, business ethics, technology, and e-marketing, the book introduces core theory and concepts, explains best practice, and surveys the rapidly changing international sports business environment. Chapters contain extensive

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real-world case studies and biographies of key industry figures, and challenging review exercises encourage the reader to reflect critically on their own knowledge and professional practice. Now in a fully revised and updated sixth edition, Sports Marketing: A Strategic Perspective

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includes expanded coverage of social and digital media, analytics, and ethical issues, as well as a greater number of international articles and examples. In a new feature, successful sports marketers reflect on their careers and how they progressed in the sports marketing

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industry. It is an essential foundation for any sports marketing or sports business course, and an invaluable reference for any sports marketing practitioner looking to improve their professional practice. A companion website offers additional resources for instructors and students,

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including an instructor's guide, test questions, presentation slides, and useful weblinks.

Marketers everywhere are talking about content, but not everyone is saying the same thing. Some professionals love content and believe it has revolutionized

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the practice of marketing. To others, it's mere hype: a new name for what marketers have always done. The Definitive Guide to Strategic Content Marketing brings together all of these diverse perspectives, structuring them around useful key topics that provide

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insight into the multi-faceted nature of content marketing, featuring interviews with leading academics, industry experts, global thought leaders and influencers. The editors of The Definitive Guide to Strategic Content Marketing weave different voices together to present a

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balanced view of content marketing, grouping the discussion around relevant subjects such as content monetization, native advertising, visuals vs video, and the challenge of measuring results. This structure allows readers to move through the book according to their interests, and

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cherry-pick the most useful aspects of each discussion to apply to their own marketing initiatives. Containing contributions from brands such as GE, General Motors, HSBC, Football Association, Diageo and Pernod Ricard, and agencies including Oglivy Group

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UK, Havas, Zenith, Vizeum, Accenture and more, this book is a truly unique resource. Online resources include bonus chapters. With a foreword written by Tom Goodwin, author of Digital Darwinism and EVP, Head of Innovation at Zenith USA, this book

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contains insight and contributions from a wealth of A-list industry professionals and influencers, including: Tim Lindsay, Bob Garfield, Bob Hoffman, Faris Yakob, Thomas Kolster, Rebecca Lieb, Tia Castagno, Scott Donaton, Rober Rose, David Berkowitz, Professors Mara

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*Einstein, Mark Ritson and Douglas
Rushkoff.*

*Organized around a framework of the
strategic marketing process that can be
applied to the sports industry, this text
provides an appreciation for the growing
popularity of women's sports and the*

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globalisation of sport. This edition concentrates on the rising costs, escalating salaries, and the price of new stadiums and arenas and more.

*Sports Innovation Management
A Strategic Perspective
The Sports Strategist*

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*Marketing Analysis in Sport Business
A Managerial Approach*

How is sport marketing being transformed by new media and technology, by globalization and by the opening of new markets and

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sources of revenue? This book examines the most important trends and developments in contemporary sport marketing around the world, shining new light on the importance of

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**marketing and markets as the
drivers of international sport
business. The book
introduces essential concepts
and best practice in
international sport marketing
today and presents original**

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case studies from around the world, looking at leagues, commercial sponsors, consumer behavior, and the role of athletes and their representatives. It covers important topics from "place

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**branding" and experiential
marketing to equipment
manufacture and sports
arenas, as well as the
economic impact and
regulation of sports events,
the "financiarization" and**

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**"vipization" of sport, and
marketing in the sport for the
development and peace
sector. International Sport
Marketing is essential reading
for all students, scholars and
practitioners working in sport**

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**marketing, especially those
concerned with the
globalization of the sports
industry.**

**Strategic Sport
Communication, Second
Edition, presents a standard**

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framework that introduces readers to the many ways in which individuals, media outlets, and sport organizations work to create, disseminate, and manage messages to their

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constituents.

Sport management is a rapidly developing industry which continues to grow in size and scope on an international scale. This comprehensive and engaging textbook offers

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**a complete introduction to
core principles and best
practice in contemporary
sport management. Adopting
an issues-based approach and
drawing on the very latest
research, it demonstrates how**

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theory translates into practice across all the key functional areas of sport management, from governance and leadership to tourism and events. Written by a team of experts from across the globe,

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the book explores sport management from a truly international perspective and looks at all levels from professional, high-performance sport to non-profit and grassroots. With

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extended real-world case studies and an array of helpful features in every chapter, it addresses crucial topics such as: managing organisational performance communication and social media sponsorship

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**and marketing the impact of
sport on society future
directions for sport
management. Complemented
by a companion website full of
additional teaching and
learning resources for**

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students and instructors, this is an essential textbook for any degree-level sport management course.

Authors Coombs and Harker provide step-by-step guidance on how the strategic

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communication process—an integration of marketing communication, public relations, and advertising—can be applied to sports communication for individual athletes, teams, and

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**leagues. The book is founded
on the premise that the
strategic communication
process in sport
communication is grounded in
understanding the fans and
sources of revenue. Looking**

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at sports globally, it offers readers the traditional multi-step, linear approach to strategic communication message development along with the transmedia narrative transportation method, a non-

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linear approach that centers on narratives to engage target audiences and urge them to contribute their own material to messaging. With case studies and practical examples, it also highlights

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additional issues such as race and gender, social media, ethics, and athlete health. It is an ideal text for undergraduate and graduate courses in public relations or strategic communication and

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**sport communication. An
online instructor's manual
accompanies the text,
including lecture slides; a
sample strategic sports
communication plan; a test
bank; links to key web sites**

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that discuss sports and sports communication concerns; links to case studies with class discussion prompts; sample assignments; a sample course syllabus; and suggestions for further

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reading.

**Sport Finance, Fourth Edition
With Web Resource, grounds
students in the real world of
financial management in
sport, showing them how to
apply financial concepts and**

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**appreciate the importance of
finance in establishing sound
sport management practices.
Utilizing a modern and
practical approach, the text
encourages students to take a
strategic organizational**

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**perspective in learning
financial skills while gaining a
deeper understanding of the
reasoning behind the
principles of sport finance.
The fourth edition of Sport
Finance has been revised and**

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restructured to reflect the evolving needs of students entering the dynamic sport industry. Content updates and additions include the following: A new chapter dedicated to assets (such as

players, facilities, and goodwill) and liabilities (such as player salaries and long-term debt) and how they affect a sport organization Expanded coverage of strategies to increase revenue and reduce

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**expenses for greater
profitability, enhanced with an
example from a real-world
athletic department New
chapters about reviewing
financial statements, planning,
and building a financial**

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**strategy to help guide
decisions to create, expand,
or exit a sport business or
organization Five new case
studies covering a variety of
sectors, sports, and countries
to give students the**

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**opportunity to apply the
concepts to practical
scenarios To further relate the
content to real situations for
students, study questions
about each of the case studies
have been incorporated into a**

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**new student web resource.
The web resource also
includes an interactive
simulation called “The Two
Dollar Team” that directly
engages students with the
book’s topics, including**

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assets and liabilities, revenue and expenses, budgeting, cash management, and borrowing. Instructors will also find additional activities and a case study in the companion instructor guide,

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and they will receive a test package and presentation package. Sport Finance, Fourth Edition, will enable students to grasp fundamental concepts in sport finance. By analyzing business structures,

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**financial statements, and
funding options, students will
not only learn basic finance
but will also understand how
those skills are used to build a
strategy and make sound
financial decisions in the**

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world of sport.

Ice to the Eskimos

Routledge Handbook of

Theory in Sport Management

Strategic Sport Marketing

International Sport Marketing

Sports Marketing

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Traditional and Transmedia Strategies for a Global Sports Market

This collection places sport at the heart of debates on global processes. It features major critical interventions by some of

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the world's leading sociologists and anthropologists on the subject of sport.

This book introduces readers to emerging issues of sport innovation. The book focuses on the role of innovation in the

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sports context and how we can leverage opportunities that arise from networks and optimize resources by identifying where they are most effective. It helps to identify the conditions and procedures that

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emergent business ventures need to be formed. The book is a useful reference for sports organizations, athletes and government organizations promoting the use of innovation to generate competitive

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advantage in the global
marketplace.

Sports Marketing A Strategic
Perspective, 5th
edition Routledge

This book examines
contemporary sport marketing,

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with a particular focus on strategic marketing, the process of longer-term planning and development that involves identifying the needs and wants of potential customers and satisfying their needs through

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the exchange of products and services. It presents cutting-edge case studies from around the world, including from the US, China, Europe, the Middle East, South America and Africa. It considers some of the most

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interesting emerging themes
and topics in contemporary
sport business, including fitness
marketing, the role of
sustainability in sports
marketing, social media and
digital marketing, athlete-brand

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relationships, and the promotion and development of collegiate and scholastic sport. As a whole, this volume presents a snapshot of the opportunities and challenges facing sport marketers around

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the world. Sport Marketing in a
Global Environment is
fascinating reading for any
advanced student, researcher
or professional working in sport
business and management,
sport development, marketing,

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strategic management, or
global business.

Effective marketing is essential
for any successful sport
organization, from elite
international teams to local
leagues. Now in a fully revised

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and updated third edition,
Advanced Theory and Practice
in Sport Marketing is still the
only text to introduce key
theory and best practice at an
advanced level. This new
edition goes beyond the

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introductory marketing course
by exploring advanced
marketing theories related to
social responsibility, global
issues, information systems,
consumer behavior, product
management, logistics, sales,

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promotions, and
social/digital/mobile media.
New to the edition are sections
on branding, destination
marketing, and performance
evaluation that demonstrate
how to measure impacts

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through sport marketing and how to use analytics to determine sport marketing success. Every chapter contains extended case studies and theory-to-practice insights from marketing professionals around

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the world and a companion website includes an impressive array of additional teaching and learning resources. Advanced Theory and Practice in Sport Marketing goes further than any other textbook to prepare

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students for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business.

Strategic Sport

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Communication, 2E

Sport Finance

Third edition

A Strategic Perspective, 5th
edition

Contemporary Sport
Management

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Sport Law

**SPORTS AND ENTERTAINMENT
MARKETING. 3E incorporates
feedback from instructors
across the country and has
expanded by three chapters.
The popular sports and
entertainment topics**

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**continue to be the
foundation for teaching
marketing concepts. Each
marketing function is
incorporated throughout the
text and is highlighted with
an icon to indicate how it
is used in the marketing**

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**process. Important Notice:
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the ebook version.
Sports are big business.
Most companies want to**

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**expand into global markets,
enhance their brand and
understand varying market
conditions. This textbook
supports sports marketing
students as they learn about
the challenges and
opportunities that are**

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specific to the global sports industry. Written from the perspective of different stakeholders in the sports sector, such as fans, sports entity holders, clubs, sponsors and the sports media, it offers a

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**holistic view of this
evolving and ever-changing
industry. Taking a truly
global approach, this
textbook helps students
understand the current
issues facing sports
marketing professionals and**

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**is relevant across all
regions of the world.
Drawing on the author's
years of industry and
teaching experience, it
blends theory and practice
with case studies including
the International Olympic**

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**Committee and FIFA.
Crucially, the book provides
comprehensive coverage of
hot topics such as sports
governance, digital
marketing, and the
globalization of the sports
product. Written in an**

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**accessible style and
accompanied by a full suite
of online resources, this
textbook is for ideal for
anyone looking to excel as a
sports marketer or progress
within the wider sports
industry. It is a valuable**

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**resource for Sports
Marketing courses at
undergraduate, postgraduate
and MBA levels.**

**In order to deliver
excellent service quality,
it is critical to
understand, create and**

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deliver real value to all stakeholders. The second edition of Services Marketing Management has been thoroughly revised and restructured to provide the students with an overview of services marketing from this

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**clear strategic orientation.
It includes: A linking of
five core guiding
principles: market
orientation, assets and
capabilities,
characteristics of services,
internationalization and the**

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**value concept New coverage
of electronic services Many
'Service Practice' boxes,
featuring examples from all
of the world End of chapter
review questions and
practical assignments Full
length cases at the end of**

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**the book with accompanying
exercises "This is a welcome
second edition, firmly
establishing it as a leading
international text on
strategic services
marketing. Though completely
revised, it retains the**

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**unique focus of the original
on care for the individual
and the understanding,
creation and delivery of
value to customers, with the
authors bringing their topic
vividly to life through
numerous international**

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**examples. Clearly written
and logically structured, it
will be an invaluable
resource for services
marketing and management
courses at all levels."
-Professor Graham Hooley,
Aston Business School "An up-**

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to-date, comprehensive and truly global treatment of services marketing management with new insights for every reader." –Leonard L. Berry, Distinguished Professor of Marketing, Mays Business School and author

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**of Discovering the Soul of
Service "This book is a very
valuable addition to the
services marketing
literature. Its logical
structure and clarity of
expression will make it
extremely appealing to**

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students and lecturers."

**–Steve Oakes, University of
Liverpool "This is a must
for students, teachers and
practitioners in services
marketing." –Kjell Grønhaug,
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academically rigorous text
with a strong European focus
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Portsmouth Business School
"Services Marketing
Management: a comprehensive
and completely up-to-date**

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**book based on an excellent
combination of modern theory
and actual practice." –Peter
Leeflang, Frank M. Bass
Professor of Marketing,
University of Groningen and
Professor at Johann Wolfgang
Goethe University at**

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Frankfurt am Main "This excellent textbook has got what it strongly deserved: a second edition. I particularly appreciate: the consequent focus on market and customer orientation the integration of business-to-

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**business services the
overarching HRM perspective
and the refined didactic
approach not self-evident in
other service management
textbooks What a service for
the reader!" –Bernd Günter,
Heinrich-Heine Universität,**

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Düsseldorf

**Sports Marketing takes a
strategic business
perspective, keeping pace
with the ever-changing
environment of the sports
world. Organized around a
framework of the strategic**

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marketing process that can be applied to the sports industry, it provides an appreciation for the growing popularity of women's sports and the globalization of sport. This edition concentrates on the rising

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**costs, escalating salaries,
the price of new stadiums
and arenas, and sports
ethics versus the incredible
appetite of consumers for
sports. Extensive treatment
is given to understanding
consumers as spectators and**

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**participants; in addition to
planning the sports
marketing mix (product,
price, promotion, and
place), it examines the
execution and evaluation of
the planning process. An
excellent source of**

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**information for directors of
sports marketing, directors
of sports promotion,
athletic directors,
directors of
community/public relations,
directors of ticket sales,
directors of sponsorship**

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sales, sports marketing coordinators, sports promotion coordinators, and recreation/borough sports directors.

Sport Law: A Managerial Approach, third edition, merges law and sport

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**management in a way that is
accessible and
straightforward. Its
organization continues to
revolve around management
functions rather than legal
theory. Concise
explanations, coupled with**

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relevant industry examples and cases, give readers just enough legal doctrine to understand the important concepts that apply to each area. This book will help prepare students as they get ready to assume a broad

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range of responsibilities in sport, education, or recreation. Whether readers work as coaches or teachers; administer professional programs; manage fitness/health clubs; or assume roles in a high

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school, college, Olympic, or professional sport organization, legal concerns will inevitably be woven into their managerial concerns. This book provides knowledge of the law that helps create a competitive

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**advantage and build a more
efficient and successful
operation that better serves
the needs of its
constituents. Special
Features of the Book
Managerial context tables.
Chapter-opening exhibits act**

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as organizational and study tools identifying managerial contexts in relation to major legal issues, relevant law, and illustrative cases for the chapter. Case opinions, focus cases, and hypothetical cases. Legal

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**opinions--both excerpted
(case opinions) and
summarized (focus
cases)--illustrate relevant
legal points and help
readers understand the
interplay between fact and
legal theory. The cases**

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include questions for discussion, and the instructor's manual provides guidance for the discussion. Hypothetical cases further highlight topics of interest and include discussion questions to facilitate

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**understanding of the
material; analysis and
possible responses appear at
the end of the chapter.
Competitive advantage
strategies. Highlighted,
focused strategies based on
discussions in the text help**

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readers understand how to use the law to make sound operational decisions and will assist them in working effectively with legal counsel. Discussion questions, learning activities, and case

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studies. Thoughtful and thought-provoking questions and activities emphasize important concepts; they help instructors teach and readers review the material. Creative case studies stimulate readers, as future

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**sport or recreation
managers, to analyze
situations involving a legal
issue presented in the
chapter. Annotated websites.
Each chapter includes a
collection of web resources
to help readers explore**

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topics further. Accompanying the web addresses are brief descriptions pointing out key links and the sites' benefits. Bookmarking these sites will help readers in future research or throughout their careers.

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**The Definitive Guide to
Strategic Content Marketing
Global Perspectives and
Implications for Practice
Routledge Handbook of
Football Marketing
Strategic Perspectives
Financial Management in the**

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Sport Industry

Global Perspectives

***A fully revised edition of
this widely used
introduction to sport
marketing by leading
educators. With***

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***international examples it
remains the most
comprehensive and well-
informed reference for
students and sport
marketing professionals.
Financial Management in***

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the Sport Industry provides readers with an understanding of sport finance and the importance of sound financial management in the sport industry. It begins by

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*covering finance basics
and the tools and
techniques of financial
quantification, using
current industry examples
to apply the principles of
financial management to*

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sport. It then goes beyond the basics to show how financial management works specifically in sport - how decisions are made to ensure wealth maximization. Discussions

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include debt and equity financing, capital budgeting, facility financing, economic impact, risk and return, time value of money, and more. The final section

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***focuses on sport finance
in three sectors of the
industry - public sector
sports, collegiate
athletics, and
professional sport-
providing in-depth***

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***analysis of financial
management in each sector.
Sidebars, case studies,
concept checks, and
practice problems
throughout provide
practical applications of***

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the material and enable thorough study and practice. The business of sport has changed dynamically since the publication of the first edition, and this second

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edition reflects the impact of these changes on financial management in the sport industry. New to this edition are changes to reflect the global nature of sport (with, for

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example, discussions of income tax rates in the Premier League), expanded material on the use of spreadsheets for financial calculations, a primer on accounting principles to

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*help students interpret
financial statements, a
valuation case study
assignment that takes
students step by step
through a valuation, a new
stadium feasibility*

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***analysis using the efforts
of the Oakland Raiders to
obtain a new stadium, a
new economic impact
example focusing on the
NBA All Star game, and
much more.***

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As the role of sport in society becomes ever more prominent and as sports organisations become increasingly influential members of the global community, so it has

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become more important than ever for sport to consider its wider social responsibilities. The Routledge Handbook of Sport and Corporate Social Responsibility is the

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*first book to offer a
comprehensive survey of
theories and concepts of
CSR as applied to sport,
and the social, ethical
and environmental aspects
of sport business and*

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management. It offers an overview of perspectives and approaches to CSR in sport, examines the unique features of the sport industry in relation to CSR, explores the tools,

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*models, common pitfalls
and examples of best
practice on which managers
can draw, and discusses
how CSR and corporate
citizenship can be
integrated into the sport*

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management curriculum. The book covers every key issue and functional area, including implementation, strategic benefits, communication and corporate image,

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***stakeholder engagement,
and the measurement and
evaluation of CSR policies
and practices, and
includes detailed
international case
studies, from the NBA and***

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***the Olympic Games to
Japanese soccer. The
Routledge Handbook of
Sport and Corporate Social
Responsibility is
important reading for any
student, researcher,***

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***manager or policy maker
with an interest in sport
business, management,
ethics or development.
Never HIGHLIGHT a Book
Again! Virtually all of
the testable terms,***

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***concepts, persons, places,
and events from the
textbook are included.
Cram101 Just the FACTS101
studyguides give all of
the outlines, highlights,
notes, and quizzes for***

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Textbook Specific.
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***You. That's Right. YOU.
You've got a problem.
You've got a product
that's not first in its
class. It's not even
second. You've got to find
a way to market that***

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***product. What Are You
Going To Do? You're going
to read this book, that's
what. Let's face it. There
comes a time in the life
of every business when a
product or service does***

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not sell up to expectations. Maybe your product is outmoded. Or hasn't been positioned correctly. Or is competing in a crowded market. Whatever the reason, Ice

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*to the Eskimos is
dedicated to helping you
reclaim that lost ground.
It's about taking a
product or service and
turning it into a winner.
If you've got a product*

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*that is not the best in
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