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	Autore	Balcou, Jean <1932- >
	Titolo	Fréron contre les philosophes / Jean Balcou
	Pubbl/distr/stampa	Genève : Librairie Droz, 1975
	Descrizione fisica	493 p., [1] tav. ; 24 cm
	Collana	Histoire des idées et critique littéraire ; 151
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	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910465221103321
	Titolo	Consumer behavior knowledge for effective sports and event marketing // edited by Lynn R. Kahle, Angeline G. Close
	Pubbl/distr/stampa	New York : , : Routledge, , 2011
	ISBN	1-136-91790-X 0-203-84411-4 9786613037398 1-283-03739-4 1-136-91792-6
	Descrizione fisica	1 online resource (349 p.)
	Altri autori (Persone)	CloseAngeline KahleLynn R
	Disciplina	796.06/98
	Soggetti	Consumer behavior Sports - Marketing Special events - Marketing Communication in marketing Electronic books.
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	section 1. Influencing behaviors in society and sports -- section 2. Building relationships with consumers through sports -- section 3. Providing service to consumers through sports and event sponsorship.
Sommario/riassunto	The growing complexity and importance of sports and event marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to these topics. This book deals with the professional development in the sense that sports marketing can be viewed as an application of consumer behavior research. Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of: influencing behaviors in society and sports; building relationships with consumers through sports and events; and providing services to consumers through spor