

1. Record Nr.	UNINA9910154648503321
Titolo	The marketing of sport / / edited by John Beech and Simon Chadwick
Pubbl/distr/stampa	Harlow, England : , : FT Prentice Hall, , [2007] ©2007
ISBN	1-281-34709-4 9786611347093 1-4058-9881-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (556 pages) : illustrations
Disciplina	338.47796
Soggetti	Sports - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro -- Brief content -- Contents -- Figures -- Tables -- About the authors.
Sommario/riassunto	The Marketing of Sport explores the latest developments in sports marketing with cutting-edge analysis by the worlds leading sport marketing academics. International case studies, up-to-the-minute data and a wide-ranging list of websites provide an essential introduction to the key aspects of sport marketing. .