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Collana	World Association for Sport Management series ; ; 2
Altri autori (Persone)	PittsBrenda G ZhangJames (James J.)
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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	pt. I. Macro perspective -- pt. II. Micro perspective -- pt. III. Promotional process.
Sommario/riassunto	The international nature of the sport industry requires a global approach to sport marketing practices. Organisations need to develop a good understanding of the laws, regulations, values and norms of the countries and cultures in which they operate. This book brings together world-leading sport marketing scholars from 11 countries to address the most important global, regional, national, and community marketing issues in sport today. Presenting the latest cutting-edge research from countries including India, China, the UK and the USA, it includes case studies on successful marketing strategies in sports ranging from football and hockey to baseball and motor racing. The book combines both qualitative and quantitative studies to explore key topics such as: sport marketing in a globalized marketplace corporate social responsibility and sponsorship in sporting events the Olympic brand image and its values sport consumer behaviour and customer satisfaction new digital marketing channels. Contemporary Sport Marketing: Global perspectives is vital reading for

all students and scholars of sport marketing, sport business and sport management, as well as for any professional working in the sport industry.

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