

1. Record Nr.	UNINA9910412146603321
Autore	Duffner Tobias
Titolo	Strategic Equity Partnerships in Professional Football : Evidence on Stakeholder Attitudes for the Case of the German Bundesliga // by Tobias Duffner
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2020
ISBN	3-658-31301-3
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (375 pages)
Collana	Event- und Impaktforschung, , 2662-9232
Disciplina	658.044
Soggetti	Business Management science Sports - Economic aspects Business and Management Sports Economics Germany
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Research Gaps and Research Questions -- Theoretical Framework -- General Partnership Literature -- Strategic Equity Partnerships in the Football Business -- Research Design -- Empirical Findings and Discussion -- Management Implications and Recommendations -- Research Summary.
Sommario/riassunto	The study explores the underlying motives and processes why and how corporate sponsors and professional football clubs in Germany enter into an additional share deal given the contradictory nature of corporations (monetary driven) and football clubs (maximising sporting success while operating in economic equilibrium). This work aims to generate theory within the specific field of professional football and to provide recommendations for action.