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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. The Global Sports Sector in Context -- 2. Sport and Its Role and Contribution to Society and Economic Development -- 3. Sports Governance -- 4. Understanding Fans and Their Consumption of Sport -- 5. Sports Distribution and Media Rights -- 6. Formulating and Implementing Sports Marketing Strategy -- 7. Ticketing Strategies in the Sports Sector -- 8. The Sports Product and Brand-Building Decisions -- 9. Globalization Strategies for the Sports Product -- 10. Managing the Sports Sponsorship Process -- 11. Future Challenges for Sports Marketers.
Sommario/riassunto	Sports is big business. Most companies want to expand into global markets, enhance their brand and understand varying market conditions. This international textbook supports sports marketing students as they learn about the challenges and opportunities that are 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 an holistic view of this evolving and ever-changing industry. Taking a truly global

approach, the text helps students understand the current issues facing sports marketing professionals and 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 Committee and the Fédération Internationale de Football Association (FIFA). Crucially the book provides comprehensive coverage of hot topics such as sports governance, digital marketing and the globalisation of the sports product. Written in an accessible style and accompanied by a full suite of online resources, this textbook is for ideal anyone looking to excel as a sports marketer or progress within the wider sports industry and is suitable for Sports Marketing courses at undergraduate, postgraduate and MBA levels.

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