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| Nota di contenuto | Book Cover; Title; Copyright; Dedication; Contents; Foreword; Preface; List of Contributors; I: Consumer Behavior; 1 Exploration of Consumption and Communication Communities in Sports Marketing; 2 Fanatical Consumption: An Investigation of the Behavior of Sports Fans Through Textual Data; 3 "We Are Number One!" The Phenomenon of Basking-in-Reflected-Glory and Its Implications for Sports Marketing; 4 Risky Sports: Making the Leap; II: Sports Celebrity Endorsements; 5 The Strategic Use of Celebrity Athlete Endorsers in Print Media: A Historical Perspective 6 The Effects of Multiple Product Endorsements by Celebrities on Consumer Attitudes and Intentions: An Extension 7 Magic Johnson and Mark McGwire: The Power of Identification With Sports Celebrities; III: The Consequences of Sponsorship; 8 Seven Psychological Mechanisms Through Which Sponsorship Can Influence Consumers; 9 It's Gotta Be the Shoes: Exploring the Effects of Relationships of Nike and Reebok |

Sponsorship on Two College Athletic Programs; 10 American Consumer Attitudes Toward Corporate Sponsorship of Sporting Events; 11 Do Sport Sponsorship Announcements Influence Firm Stock Prices? 12 A Review of Team Identification and Its Influence on Consumers' Responses Toward Corporate SponsorsIV: Marketing Strategy; 13 Teams as Brands: A Review of the Sports Licensing Concept; 14 SportNEST: A Nested Approach to Segmenting the Sport Consumer Market; 15 Understanding Ambush Marketing: Implications of Information Processing; V: Social Issues and Sports Marketing; 16 Aggressive Marketing: Interrogating the Use of Violence in Sport-Related Advertising; 17 Smoke and Ashes: Tobacco Sponsorship of Sports and Regulatory Issues in Canada; 18 Social Marketing of Sport 19 Teenagers' Perceptions of the Influence of Advertising and Price Versus Interpersonal, Social Factors on Their Purchases of Brand Name Athletic Shoes and ClothingAuthor Index; Subject Index

Sommario/riassunto

Sports marketing is one of the fastest growing areas of marketing communication. This book advances understanding in this emerging area. It presents sports marketing in a scholarly and comprehensive way, covering major topics of discussion in sports marketing and the psychology of communication. Several new, innovative topics are introduced, such as SportNEST and consumption communities, and many classic topics are brought up to date, including sponsorship, ambush marketing, identification, endorsements, basking in reflected glory, and licensing. Many of the topics that seem to center
