

1. Record Nr.	UNINA9910465000603321
Autore	Carter David M. <1964->
Titolo	Money games [[electronic resource]] : profiting from the convergence of sports and entertainment // David M. Carter
Pubbl/distr/stampa	Stanford, Calif., : Stanford Business Books, 2011
ISBN	0-8047-7679-2
Descrizione fisica	1 online resource (306 p.)
Disciplina	306.4/83
Soggetti	Sports - Economic aspects Sports - Economic aspects - United States Sports - Social aspects Sports - Social aspects - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Television content -- Video gaming -- Athlete branding -- The Internet -- Mobile technology -- Gambling -- Sports anchored development -- Venue technology -- Corporate marketing.
Sommario/riassunto	Money Games not only details how stakeholders have profited as sports have merged with other forms of entertainment, but also identifies issues and considerations for those who hope to monetize sports in the future.