Record Nr.	UNINA9910735998803321
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Titolo	Equity crowdfunding in sports clubs : consumer-oriented strategic marketing / / Szczepan Kosciolek
Pubbl/distr/stampa	Abingdon, England : , : Routledge, , [2024] ©2024
ISBN	1-00-332062-7 1-000-96960-6 1-003-32062-7
Descrizione fisica	1 online resource (163 pages)
Collana	Routledge Research in Sport Business and Management Series
Disciplina	796.06/9
Soggetti	Sports - Finance
	Sports - Marketing
	Crowd funding Sports teams
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover Half Title Series Page Title Page Copyright Page Table of Contents Acknowledgements Introduction 1 Strategic Marketing Management 1.1 Fundamentals of Marketing 1.1.1 Essence of Marketing Activities 1.1.2 Marketing-Oriented Management 1.1.3 Creating Customer Value 1.2 Customer- Oriented Marketing Management 1.2.1 Scope and Stages of Marketing Management 1.2.2 Internal Environment Analysis 1.2.3 External Environment Analysis 1.3 Development of Marketing Strategies 1.3.1 Material Scope of a Marketing Strategy 1.3.2 Segmentation, Targeting, and Positioning 1.3.3 Decisions Related to Marketing Mix 2 Crowdfunding Campaigns 2.1 Essence of Crowdfunding 2.1.1 Crowdfunding and Crowdsourcing 2.1.2 Nature and Development of Crowdfunding 2.1.3 Crowdfunding Platforms 2.2 Equity Crowdfunding in Comparison with Other Crowdfunding Models 2.2.1 Crowdfunding Classification Criteria 2.2.2 Characteristics of Crowdfunding Models 2.3 Behaviour of Crowdfunding

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Sommario/riassunto	This is the first book to focus on crowdfunding in sport. Crowdfunding is an important new financial instrument that is becoming more popular with sports organisations, and this book examines the research evidence for crowdfunding and considers how it might be successfully implemented.