

1. Record Nr.	UNINA9910808986803321
Autore	Bouchet Patrick
Titolo	Sport brands // Patrick Bouchet, Dieter Hillairet and Guillaume Bodet
Pubbl/distr/stampa	Milton Park, Abingdon, Oxon : , : Routledge, , 2013
ISBN	1-136-29183-0 0-203-11466-3 1-299-27882-5 1-136-29184-9
Descrizione fisica	1 online resource (209 p.)
Collana	Routledge sports marketing
Altri autori (Persone)	BodetGuillaume HillairetDieter
Disciplina	796.06
Soggetti	Sports - Marketing Professional sports - Economic aspects Sports - Economic aspects Sports - Social aspects
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	Cover; SPORT BRANDS; Copyright; CONTENTS; LIST OF FIGURES AND TABLES; PREFACE; INTRODUCTION: Concepts, values and contextual framing; The difficult objectification of sport brands; The diversity of brand theories; Brand and brand equity in terms of business and consumer; 1 THE GREAT VARIETY OF SPORT BRANDS; Classical brands; Sport-specific brands; Certification and label brands; 2 THE TANGIBLE INFLUENCE OF SPORT BRANDS; The weight and impact of sport brands; The sport brands' influence on consumerism; The influence of sports products; 3 THE INTANGIBLE INFLUENCE OF SPORT BRANDS The social and cultural influence of sport brandsCultural differences and sport brands consumption; Sport brands' identity and perceptions; 4 SUBCULTURES, COMMUNITIES AND SPORT BRANDS; The influence of social subcultures; The influence of sporting subcultures; The influence of sport brands' communities; 5 THE ECONOMIC AND SOCIAL VALUE OF SPORT BRANDS; Brands as drivers for companies' profitability; Sport brands innovation; Ethical and responsible sport brands' practices; 6 SPORT BRANDS' GROWTH STRATEGIES; Brand positioning and strategy;

Vertical integration strategies

Sport brands' extension strategies
Licensing and co-branding; 7 SPORT BRANDS' THREATS; Countering sport brands' aging; The pitfalls of excessive marketing; Resisting parasitism, boycott, social criticism and counterfeiting; CONCLUSION; NOTES; REFERENCES; INDEX

Sommario/riassunto

Sport brands are a central element of modern sport business and a ubiquitous component of contemporary global culture. This groundbreaking book offers a complete analysis of the topic of sport brands from both a marketing management approach (strategy and implementation) and a psycho-sociological approach (consumption and wider society). In doing so it explores both supply and demand sides, offering a complete introduction to the nature, purpose and value of sport brands not found in any other sports marketing text. The book covers the whole heterogeneity of sport brands, going