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| Altri autori (Persone) | DesbordesMichel RichelieuAndre |
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| Nota di contenuto | Cover; Global Sport Marketing; Copyright; Contents; List of Figures; List of Tables; List of Boxes; List of Contributors; Introduction; Part I: Management of the brand and its internationalization; 1. Building sports brands; 2. The internationalization of sports teams as brands; 3. Sponsorship and branding; 4. The impact of the 2008 Summer Olympics on Beijing's and China's image; Part II: Events and their experiential dimension; 5. Sport events, economic impact and regulation; 6. Manufacturers of equipment for football clubs: Strategy and internationalization 7. Be ready to be excited: The World Wrestling Entertainment's marketing strategy and economic model 8. The establishment and management of sports arenas: A neo-marketing approach; 9. General conclusions: Some things to remember; Index |
| Sommario/riassunto | Globalization has had a profound impact on the sports industry, creating an international market in which sports teams, leagues and players have become internationally recognized brands. This important |

new study of contemporary sports marketing examines the opportunities and threats posed by a global sports market, outlining the tools and strategies that marketers and managers can use to take advantage of those opportunities. The book surveys current trends, issues and best practice in international sport marketing, providing a useful blend of contemporary theory and case studies from
