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Nota di contenuto	Cover; Half title; Title Page; Copyright; Contents; List of Figures; List of Tables; Preface; 1. Introduction; 1.1 Presentation of problem and objectives; 1.2 Structure of the approach and course of the study; 2. Theoretical foundation of ambush marketing; 2.1 Sponsorship as the basis of ambush marketing; 2.1.1 Fundamentals of sponsorship; 2.1.2 Sports sponsorship; 2.1.3 Features of sports event sponsorship; 2.1.4 Critical assessment; 2.1.5 Developmental trends; 2.2 Classification of ambush marketing within the overarching concept of guerrilla marketing 2.2.1 Characterisation of guerrilla marketing 2.2.2 Guerrilla marketing as a strategy; 2.2.3 Marketing mix for guerrilla marketing; 2.2.4 Guerrilla marketing tools; 2.2.5 Critical assessment; 2.2.6 Developmental trends; 2.3 Characterisation of ambush marketing as a guerrilla alternative to sports event sponsorship; 2.3.1 The definition of ambush marketing; 2.3.2 Reasons for the emergence of ambush marketing; 2.3.3 Attributes of ambush marketing; 2.3.4 Objectives of ambush marketing; 2.3.5 Different forms of event marketing; 3. Ambush marketing in practice 3.1 Discussion of selected spectacular cases of ambush marketing 3.1.1 Lufthansa; 3.1.2 Burger King; 3.1.3 Puma; 3.1.4 Ferrero; 3.1.5 Media-

Markt; 3.1.6 Bavaria; 3.2 Critical assessment; 4. Structuring the strategies and manifestations of ambush marketing; 4.1 Description and critical assessment of structural approaches in relevant literature to date; 4.1.1 Approach of Meenaghan; 4.1.2 Approach of Bruhn and Ahlers; 4.1.3 Approach of Noth; 4.1.4 Approach of Pechtl; 4.2 Development of a new, integrated structuring model; 4.2.1 Differentiating fundamental ambush marketing categories 4.2.2 Differentiating ambush marketing case groups by category 4.2.3 Typology and characterisation of the manifestations of ambush marketing; 4.2.4 Assessment of the model; 4.3 Classification of cases of ambush marketing observed in the context of the 2010 FIFA Football World Cup; 4.4 Extracted determinants for differentiated ambush marketing strategies; 4.4.1 Ex ante corporate and brand awareness; 4.4.2 Size of available budget; 4.4.3 Type of products or services advertised; 4.4.4 Timing; 4.4.5 Consideration of target group behaviour in terms of media consumption 4.5 Discussion of deduced ambush marketing concepts 4.5.1 Brand asset concept; 4.5.2 Opportunism concept; 4.5.3 Island position concept; 4.5.4 Altruism concept; 4.5.5 Country focus concept; 5. Consequences of ambush marketing; 5.1 Consequences for official sponsors; 5.2 Consequences for sports event organisers; 5.3 Consequences for the media; 5.4 Consequences for the development of the sponsorship and sports market; 6. Interdisciplinary evaluation of ambush marketing; 6.1 Legal and statutory considerations; 6.1.1 Copyright law; 6.1.2 Trademark law 6.1.3 Laws regulating competition and fair trade practices

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## Sommario/riassunto

Ambush marketing is a strategy by which a company or organisation uses their marketing communications to associate themselves with an event without being an official sponsor or authorised partner or licensee. It has become a particular concern in the marketing of major sports events, with international sponsorship and branding properties worth many millions of dollars. Ambush Marketing in Sports is the first book to offer comprehensive analysis of the theoretical and practical implications of ambush marketing. Drawing on cutting-edge empirical research data, the book ou

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