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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