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Sommario/riassunto	"The Sponsorship Handbook is a response to the changing face of sponsorship, not only outlining new challenges and possibilities within the topic, but demonstrating clear practical advice on how to make it work. It shows those on both sides of the divide how quickly the recession and the rise of the "experience economy" has moved from displaying logos and giving away some event tickets to a tool used by companies desperate to have positive interaction with consumers on an almost personal level. The book will helps students, new entrants to the field and managers to do their jobs more effectively and to be able to show measurable improvement in the results"--