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	Titolo	Fandom Analytics : Creating and Harnessing Consumer and Cultural Passion / / by Michael Lewis
	Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
	ISBN	9783031659256
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	Edizione	[1st ed. 2024.]
	Descrizione fisica	1 online resource (268 pages)
	Collana	Business Guides on the Go, , 2731-4766
	Disciplina	658.83
	Soggetti	Marketing research
		Business intelligence
		Audiences
		Service industries
		Sports - Economic aspects
		Market Research and Competitive Intelligence
		Fan and Audience Studies
		Entertainment Industry
		Sports Economics
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	Introduction The Most Important Person in the World -- The Fandom Analytics Framework -- Fandom Foundations: Stories and Narratives -- Fandom Meaning: Community and Identity -- Fandom Measurement: Brand Equity and Customer Equity -- Fandom Extensions: Transference and Sponsorship -- Sports and Entertainment Product Analysis -- Application 1: Fan Insights -- Application 2: Brand Measurement -- Application 3: Fan Lifetime Value -- Application 4: Sponsorship Valuation -- Commentary.
	Sommario/riassunto	The success of modern sports, entertainment, political, and other cultural categories is driven by organizations' ability to create and manage fandom. This book explores fandom from a marketing perspective providing a multidisciplinary framework for understanding, measuring, and growing fandom. It provides a fandom analytics

framework for creating and managing fandom and identifies the macro forces (technology, demographics, etc.) that are changing fandom's structure and societal role. The book goes beyond understanding the foundations of fandom by demonstrating how marketing tools may be employed to value and manage fandom assets. It is designed for existing and new generations of sports and entertainment professionals, as well as scholars, students, and academics interested in sports and entertainment marketing and analytics.