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Nota di contenuto	Cover; SPORT BRANDS; Copyright; CONTENTS; LIST OF FIGURES AND TABLES; PREFACE; INTRODUCTION: Concepts, values and contextual framing; The difficult objectification of sport brands; The diversity of brand theories; Brand and brand equity in terms of business and consumer; 1 THE GREAT VARIETY OF SPORT BRANDS; Classical brands; Sport-specific brands; Certification and label brands; 2 THE TANGIBLE INFLUENCE OF SPORT BRANDS; The weight and impact of sport brands; The sport brands' influence on consumerism; The influence of sports products; 3 THE INTANGIBLE INFLUENCE OF SPORT BRANDS The social and cultural influence of sport brandsCultural differences and sport brands consumption; Sport brands' identity and perceptions; 4 SUBCULTURES, COMMUNITIES AND SPORT BRANDS; The influence of social subcultures; The influence of sporting subcultures; The influence of sport brands' communities; 5 THE ECONOMIC AND SOCIAL VALUE OF SPORT BRANDS; Brands as drivers for companies' profitability; Sport

brands innovation; Ethical and responsible sport brands' practices; 6 SPORT BRANDS' GROWTH STRATEGIES; Brand positioning and strategy; Vertical integration strategies  
Sport brands' extension strategiesLicensing and co-branding; 7 SPORT BRANDS' THREATS; Countering sport brands' aging; The pitfalls of excessive marketing; Resisting parasitism, boycott, social criticism and counterfeiting; CONCLUSION; NOTES; REFERENCES; INDEX

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#### Sommario/riassunto

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Sport brands are a central element of modern sport business and a ubiquitous component of contemporary global culture. This groundbreaking book offers a complete analysis of the topic of sport brands from both a marketing management approach (strategy and implementation) and a psycho-sociological approach (consumption and wider society). In doing so it explores both supply and demand sides, offering a complete introduction to the nature, purpose and value of sport brands not found in any other sports marketing text. The book covers the whole heterogeneity of sport brands, going

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