

1.	Record Nr.	UNISA990000936820203316
	Autore	STIVER, Dan R.
	Titolo	The philosophy of religious language : signe, symbol, and story / Dan R. Stiver
	Pubbl/distr/stampa	Cambridge : Blackwell, 1996
	ISBN	1-55786-582-5
	Descrizione fisica	XIII, 258 p. ; 23 cm
	Disciplina	200.14
	Soggetti	Religione - Linguaggio
	Collocazione	II.2. 3501 (IV E 202)
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910627275303321
	Autore	Bruhn Manfred
	Titolo	Sports marketing : fundamentals - strategies - instruments / / Manfred Bruhn and Peter Rohlmann
	Pubbl/distr/stampa	Wiesbaden, Germany : , : Springer, , [2023] ©2023
	ISBN	3-658-39122-7
	Descrizione fisica	1 online resource (92 pages)
	Disciplina	796
	Soggetti	Sports - Marketing
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references.
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-- 3.2 Brand Management and Brand Protection in Sport -- 3.3 Rights
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Aspects in Sports Marketing -- 7.2 Individual and Central Marketing --
7.3 Working with Agencies -- 8 Perspectives of Sport-Opportunities
and Risks in Sports Marketing -- Abstract -- 8.1 General Trends for the
Sports Ecosystem -- 8.2 System-Immanent Change Tendencies -- 8.3
Instrumentalization of Sport -- References.
