

Sports Marketing A Strategic Perspective

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~~Sports Marketing | Taylor & Francis Group~~

Sports Marketing: A Strategic Perspective: United States Edition by Shank, Matthew at AbeBooks.co.uk - ISBN 10: 0131440772 - ISBN 13: 9780131440777 - Pearson - 2004 - Hardcover

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Sports Marketing takes a strategic business perspective, keeping pace with the ever-changing environment of the sports world. Organized around a framework of the strategic marketing process that can be applied to the sports industry, it provides an appreciation for the growing popularity of women's sports and the globalization of sport.

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Shank provides a framework or conceptual model of the strategic marketing process that can be applied to the sports industry. Contingency Framework In the fourth edition, the author presents a contingency framework for organizing the many elements that influence the strategic sports marketing process and recognizes the unpredictable nature of the sports industry.

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Organized around a framework of the strategic marketing process that can be applied to the sports industry, this book provides an appreciation for the growing popularity of women's sports and the globalization of sport; a balanced treatment of all aspects of sports marketing at all levels; an introduction of the concepts and theories unique to sports marketing and a review of the basic principles of marketing in the context of sports; and comprehensive coverage of the functions of sports ...

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An explanation of the sports/marketing mix—Presents the core of the strategic marketing process. Provides students with information about such issues as brand loyalty, licensing, advertising, public relations, personal selling, and sales promotions.

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