

The background of the cover is a photograph of a person wearing a blue and green sports jersey, sitting in a stadium chair. The person is holding a clear plastic water bottle. The image is slightly blurred and has a warm, orange-toned lighting. The text is overlaid on this image.

SECOND EDITION

# SPORTS *Marketing*

A Strategic  
Perspective

MATTHEW D. SHANK

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# Sports Marketing: A Strategic Perspective

Matthew D. Shank

Fills the void for a activities advertising publication written from a strategic company perspective. prepared round a framework of the strategic advertising method that may be utilized to the activities industry, this e-book offers an appreciation for the starting to be approval for women's activities and the globalization of sport; a balanced remedy of all features of activities advertising in any respect levels; an Sports Marketing: A Strategic Perspective advent of the techniques and theories detailed to activities advertising and marketing and a assessment of the fundamental ideas of selling within the context of sports; and finished insurance of the services of activities marketing. This version encompasses a operating case through the textual content utilizing the hot XFL; up to date examples and research; and interviews from activities advertising practitioners Sports Marketing: A Strategic Perspective in the course of the text. For execs in recreation advertising and/or game management.

## Sports Marketing A Strategic Perspective

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