

**Sports Marketing**  
**A Strategic Perspective**  
**SIXTH EDITION**

**Matthew D. Shank and Mark R. Lyberger**



# Sports Marketing A Strategic Perspective

**Guy Masterman**



## **Sports Marketing A Strategic Perspective:**

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**Sports Marketing**, 2014

**Sports Marketing** Melissa Jane Johnson Morgan, Jane Summers, 2005 Sports Marketing provides an innovative approach to the study of marketing issues in a sport context The book addresses sports marketing from a strategic perspective and explores both the marketing of sport and marketing using sport Importantly Sports Marketing also includes commentary on the social aspects of sport that is increasingly relevant for those dealing with public entities and funding bodies

**Strategic Sports Event Management** Guy Masterman, 2009 All scales from smaller events to mega events

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*Emerging Trends and Innovation in Sports Marketing and Management in Asia* Leng, Ho Keat,2015-01-31 Once only associated with North America and Europe formal athletic events are now becoming more prevalent in Asia as well With the expansion of this industry there is a need for efficient and strategic advertising to promote competitions events and teams Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry This publication is an essential reference source for academicians researchers industry practitioners and upper level students interested in the theories and practices of sports marketing and management with a special focus on Asia

**Strategies in Sports Marketing: Technologies and Emerging Trends** Dos Santos, Manuel Alonso,2014-04-30 The application of marketing concepts to sports products and services is vital to the success of the industry When appealing to the target audience of an event it is essential to construct a strong marketing plan by utilizing emergent technologies and strategies Strategies in Sports Marketing Technologies and Emerging Trends provides relevant information on the marketing strategies and marketing trends of sporting events by highlighting the plans and tactical operations that sports organizations conduct when integrating marketing strategies This publication is a comprehensive reference source for students researchers academicians professionals and practitioners as well as scientists and executive managers interested in the marketing strategies of sporting events

**Canadian Sport Marketing** Norm O'Reilly,Benoit Seguin,Gashaw Abeza,Michael L. Naraine,2022 Canadian Sport Marketing Third Edition brings sport marketing concepts to life with examples from Canadian sport business preparing students for future careers in the field

[European Journal of Tourism Research](#) ,2017-03-01 The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism published by Varna University of Management Bulgaria Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism Publications from all fields connected with tourism such as management marketing sociology psychology geography political sciences mathematics statistics anthropology culture information technologies and

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**Marketing and Football** Michel Desbordes,2012-05-23 Football is arguably one of the most important sports in the world and the marketing of football has become an increasingly important issue as clubs and product owners need to generate more revenue from the sport In a wider context football marketing has also become a benchmarking standard for other sports to learn from worldwide The practices and processes of such an established industry are important lessons for those sports which are yet to maximise on their potential earnings and provide interesting lessons in sports marketing in general Marketing and Football an international approach is the first book to provide a comprehensive and entirely global approach to this subject Written by an international team of contributors who are keen researchers in the field it examines in two parts the study of football marketing in Europe and the development of a marketing dedicated to football with the question of the European example being used worldwide A ground breaking text it provides the reader with Contributions from the UK Norway France Italy Germany Spain Portugal Ireland Finland Scotland Brazil Japan USA Canada Argentina Korea and Australia Interviews with professional sports marketers representing some of the biggest clubs worldwide Juventus Turin FC Barcelona Milan AC Inter Milan AS Rome Olympique Lyonnais Vicenza SE Palmeiras Atletico Mineiro Atletico PR Marketing and Football an international approach is a seminal text which will pave the way for future academics and practitioners to work it is the first book to discuss and move towards a marketing dedicated to football

*Defining Sport Communication* Andrew C. Billings,2016-10-14 Defining Sport Communication is a comprehensive resource addressing core topics and issues including humanistic organizational relational and mediated approaches to the study of sport communication It provides foundational work in sport communication for students and scholars reflecting the abundance of research published in recent years and the ever increasing interest in this area of study Bringing together scholars from various epistemological viewpoints within communication this volume provides a unique opportunity for

defining the breadth and depth of sport communication research It will serve as a seminal reference for existing scholarship while also providing an agenda for future research *Sport Tourism Destinations* James Higham,2007-03-30 Few forces in contemporary society influence the fortunes of tourism destinations more immediately than sport From football fans to kayaking *Sports Tourism Destinations* issues opportunities and analysis examines the planning development and management of sport tourism destinations With contributions from international experts this book looks at the dramatic effects sports tourism has on the economy and future of tourism destinations Divided into four parts the book systematically covers Sports tourism destination analysis applies principles of destination resource analysis to the study of sport tourism destinations Destination planning and development illustrates the mutually beneficial links between sport tourism and destination planning Destination marketing and management explores theoretical and applied aspects of sport tourism destination marketing and management Sport tourism impacts and environments identifies and discusses critical issues of sustainable development at sport tourism destinations Practical case studies in each chapter illustrate and highlight the links between sport tourism theory and practice making this book a vital resource for lecturers and students alike

**International Sport Management** Eric MacIntosh,Gonzalo Bravo,Ming Li,2019-03-05 *International Sport Management* is the first comprehensive textbook devoted to the organization governance business activities and cross cultural context of modern sport on an international level As the sport industry continues its global expansion this textbook serves as an invaluable guide for readers as they build careers that require an international understanding of the relationships influences and responsibilities in sport management Through a systematic presentation of topics and issues in international sport this textbook offers a long overdue guide for students in this burgeoning subfield in sport management Editors Li MacIntosh and Bravo have assembled contributors from all corners of the globe to present a truly international perspective on the topic With attention to diversity and multiple viewpoints each chapter is authored by distinguished academics and practitioners in the field A foreword by esteemed sport management scholar Dr Earle Zeigler emphasizes the importance of a dedicated study of the issues in international sport management All chapters in the text use a global perspective to better showcase how international sport operates in various geopolitical environments and cultures The text is arranged in five parts each serving a unique purpose To outline the issues associated with international sport management To examine sport using a unique perspective that emphasizes its status as a global industry To introduce the structure of governance in international sport To examine the management essentials in international sport To apply these strategies in the business segments of sport marketing sport media and information technology sport facilities and design sport event management and sport tourism Written to engage students *International Sport Management* contains an array of learning aids to assist with comprehension of the material It includes case studies and sidebars that apply the concepts to real world situations and demonstrate the varied issues challenges and opportunities affecting sport management worldwide Chapter objectives key terms learning

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Encyclopedia of Sports Management and Marketing Linda E. Swayne, Mark Dodds, 2011-08-08 This four volume set introduces on the management side principles and procedures of economics budgeting and finance leadership governance communication business law and ethics and human resources practices all in the sports context On the marketing side this reference resource explores two broad streams marketing of sport and of sport related products promoting a particular team or selling team and sport related merchandise for example and using sports as a platform for marketing non sports products such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament Together these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today providing an invaluable print or online resource for student researchers

**Routledge Handbook of Sport Communication** Paul M. Pedersen, 2013-03-20 The Routledge Handbook of Sport Communication is the only book to offer a fully comprehensive and in depth survey of the contemporary discipline of sport communication It explores communication within through and for sport in all its theoretical conceptual cultural behavioral practical and managerial aspects tracing the contours of this expansive transdisciplinary and international discipline and demonstrating that there are few aspects of contemporary sport that don't rely on effective communications Including contributions from leading sport media and communications scholars and professionals from around the world the book examines emerging new and social media traditional print broadcast and screen media sociological themes in communication in sport and management issues at every level from the interpersonal to communication within and between sport organisations and global institutions Taking stock of current research new ideas and key issues this book is an essential reference for any advanced student researcher or practitioner with an interest in sport communication sport business sport management sport marketing communication theory journalism or media studies

**Managing Sport Events** T. Christopher Greenwell, Leigh Ann Danzey-Bussell, David J. Shonk, 2024-06-26 Running a sport event whether it's an international competition or local youth tournament requires acute knowledge and the ability to plan organize promote lead and communicate effectively And no other text prepares students for the task as effectively as Managing Sport Events Third Edition With HKPropel Access While other texts in this space stray into the area of facility management Managing Sport Events keeps its focus where it should be by providing a thorough grounding of the entire event management process Beginning with an overview of event conception and

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