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## Sports Marketing A Strategic Perspective

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Now in a fully revised and updated 5 th edition, Sports Marketing: A Strategic Perspective is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control.

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Sports Marketing: A Strategic Perspective: United States Edition by Shank, Matthew at AbeBooks.co.uk -

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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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approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control.

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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,

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personal selling, and sales promotions.

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A Strategic Perspective is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control.

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Now in a fully revised and updated 5th edition, Sports Marketing: A Strategic Perspective is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control. Covering all the key topics in the sports marketing curriculum, including consumer behavior, market research, promotions, products, pricing, sponsorship, business ethics, technology and e-marketing, the book introduces core theory and concepts, explains best practice, and surveys the



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rapidly-changing, international sports business environment. Every chapter contains extensive real-world case studies and biographies of key industry figures and challenging review exercises which encourage the reader to reflect critically on their own knowledge and professional practice. The book's companion website offers additional resources for instructors and students, including an instructors' guide, test bank, presentation slides and useful weblinks. Sports Marketing: A Strategic Perspective is an essential foundation for any sports marketing or sports business course, and an invaluable reference for any sports marketing practitioner looking to improve their professional practice.

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Sport Marketing: A Strategic Approach is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook on this subject to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control. Covering all the key topics in the sports marketing curriculum, including consumer behavior, market research, promotions, products, pricing, sponsorship, business ethics, technology and e-marketing, the book introduces core theory and concepts, explains best

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practice, and surveys the rapidly-changing, international sports business environment. Every chapter contains extensive real-world case studies and biographies of key industry figures, and challenging review exercises encourage the reader to reflect critically on their own knowledge and professional practice. Now in a fully revised and updated sixth edition, *Sports Marketing: A Strategic Perspective* includes expanded coverage of social and digital media, analytics, and ethical issues, as well as a greater number of international cases and examples. In a new feature, successful sport marketers reflect on their careers and how they progressed in the sport marketing industry. It is an

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essential foundation for any sports marketing or sports business course, and an invaluable reference for any sports marketing practitioner looking to improve their professional practice. A companion website offers additional resources for instructors and students, including an instructor's guide, test questions, presentation slides and useful weblinks.

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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.

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Sport marketing is more accessible than ever, with sport business professionals, companies, the media, athletes, teams, coaches, and fans connecting in new ways and with new experiences. Sport Marketing, Fifth Edition With HKPropel Access, presents a modernized, current-day approach to the dynamic industry of sport marketing. A full-color presentation brings this vibrant field to life with comprehensive coverage—balanced between theoretical and practical—to provide an understanding of the foundations of sport marketing and how to enhance the sport experience. Building on the legacy that Bernard Mullin, Stephen Hardy, and William Sutton established in the first four editions, a new author

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team, handpicked by their predecessors, draw from their modern experience in the field to add a fresh perspective to this essential text. They bring the sport industry directly to the reader through extensive industry examples, interviews of top sports executives, challenging case studies, and global perspectives from teams, leagues, and other agencies around the world. Reflecting the evolving landscape of sport marketing, the text will prepare students to stay on the leading edge with the following updates: A focus on current and emerging technologies and how they have revolutionized the sport industry—ranging from mobile video streaming and fantasy sports to artificial intelligence and virtual reality Greater

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emphasis on data and analytics to make more informed business decisions In-depth examination of how social media and digital platforms serve as critical communication channels to drive sport marketing strategy and execution New content on target marketing, including understanding millennial sports fans and engaging with Generation Z Updated coverage of sales processes, addressing both traditional methods and new strategies for the mobile age Discussion of modern ticketing practices and the secondary ticket market, including how leagues partner with secondary ticket providers and the impact on pricing strategies Also new to the fifth edition are related online learning aids, now delivered



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through HKPropel, designed to engage students and test comprehension of the material. Exclusive video interviews with sport industry leaders offer insights into how they incorporate marketing strategies into their daily work. Discussion questions and activities for each chapter guide students to apply core concepts, and web search activities provide opportunities for students to compare strategies found on sport organization websites and other online locations. In addition, chapter objectives, an opening scenario, sidebars highlighting key concepts, and Wrap-Up, Activities, and Your Marketing Plan sections at the ends of chapters offer students additional learning tools as they explore how fans, players,

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coaches, the media, and companies interact to drive the sport industry. With Sport Marketing, Fifth Edition With HKPropel Access, students will develop valuable marketing skills and prepare for a successful career in the competitive world of sport marketing. Note: A code for accessing HKPropel is included with this ebook.

How did the professional baseball, basketball, football, and hockey leagues become the most successful sports organizations in the United States? Jozsa investigates the major leagues' histories with unparalleled depth and rigorous economic analysis. He marshals relevant data, facts, statistics that

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measure the performance of professional sports teams and players, the strategies of franchise owners, and the loyalties of fans. Delineating the development, maturation, and revitalization of the leagues throughout the 20th century, he highlights significant events and reforms of the era and discusses the future of sports leagues in the marketplace. Sports fanatics, casual fans, professional coaches and players, journalists, economists, administrators, and owners will discover a goldmine of information in this unique volume. Readers will learn about key owners, investors, coaches, managers, and players of teams that won divisions, conference titles, and league championships from the 1950s through

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the 1990s. The book includes information on attendance, operating incomes, payrolls, win-loss percentages, and the estimated market value of individual teams. Specific franchise owners are noted for their wealth and success factors. The author also predicts that league commissioners, franchise owners, local business and community leaders, and government officials will be forced to bargain in good faith and compromise on the question of whether to use taxpayer money to invest in sports facilities.

