



Sport Consumer Behaviour: Marketing Strategies (Paperback)

By Kostas Alexandris, Heath McDonald, Daniel C. Funk

Taylor Francis Ltd, United Kingdom, 2016. Paperback. Book Condition: New. Reprint. 246 x 174 mm. Language: English . Brand New Book. All successful marketing strategies in sport or events must take into account the complex behaviour of consumers. This book offers a complete introduction to consumer behaviour in sport and events, combining theory and cutting-edge research with practical guidance and advice to enable students and industry professionals to become more effective practitioners. Written by three of the world's leading sports marketing academics, it covers a wide range of areas including: * social media and digital marketing * the segmentation of the sport consumer market * service quality and customer satisfaction * sport consumer personalities and attitudes * the external and environmental factors that influence sport consumer behaviour. These chapters are followed by a selection of international case studies on topics such as female sport fans, college sports, marathons and community engagement. The book's companion website also provides additional resources exclusively for instructors and students, including test banks, slides and useful web links. As the only up-to-date textbook to focus on consumer behaviour in sport and events, Sport Consumer Behaviour: Marketing Strategies offers a truly global perspective on this...



READ ONLINE
[3.4 MB]

Reviews

This ebook could be well worth a study, and superior to other. It really is basic but unexpected situations inside the 50 % of your ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Prof. Buford Ziemann**

Absolutely essential read publication. It is amongst the most incredible book i have study. Your lifestyle period will be convert when you full reading this ebook.

-- **Dr. Meaghan Streich V**

Other eBooks



[Depression: Cognitive Behaviour Therapy with Children and Young People \(Paperback\)](#)

Taylor Francis Ltd, United Kingdom, 2009. Paperback. Book Condition: New. 242 x 174 mm. Language: English . Brand New Book. In recent years there has been an increase in research into childhood depression, and it is now recognised that depression can severely...



[Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. \(1624-1625\) \(Paperback\)](#)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible...



[Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. \(1625\) \(Paperback\)](#)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible only...



[Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities \(Paperback\)](#)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



[Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers \(Paperback\)](#)

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original...



[Froebel's Occupations \(Paperback\)](#)

Theclassics.us, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the...