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Sports Marketing

By Michael Fetchko, Donald Roy, Kenneth E. Clow

Taylor Francis Inc, United States, 2012. Paperback. Book Condition: New. 278 x 222 mm. Language: English . Brand New Book. For courses in Sports Marketing. Help students understand the business of sports through a practitioner's perspective. Written from the perspective of those who've been actively involved in the sports business, Sports Marketing addresses business and marketing issues pertinent to sports as observed by the practitioners and scholars themselves. Through its extensive presentation of current information, this text also helps encourage students to get actively involved and engaged in the process of sports entertainment. Features: Present information from the field: *A practitioner's approach. Most sports marketing texts are crafted using a marketing principles template. The organization and chapter themes of these texts are often too similar to Principles of Marketing texts. Sports Marketing strives to depart from that practice by focusing on important conceptual, strategic, and actionable areas of the sports marketing function. Practitioner contributions come from the author team, and a high caliber roster of successful sports executives from media, marketing, and other areas of sports business. *Industry experts highlights. Each chapter features an industry expert. Each expert was selected based on his or her knowledge and...



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