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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 173 Publisher: People s Sports Publishing House Pub. Date: 2008-02. non-Olympic sponsors classic marketing! lose Olympic success, but gains an extraordinary non-Olympic sponsors many of the classic example of this book a comprehensive analysis of Nike. Pepsi. KFC. Mengniu. Li Ning. China Unicom. the modern Auto. Snow Beer. DHL. Federal Express. Merchants Bank. eleven non-Olympic sponsors in the Olympic context of corporate sports marketing strategy, combined with the characteristics of enterprises in their respective industries. analyze the layout of their marketing strategy, a comprehensive focus on business implementation of the strategy, and detailed data, showing the various corporate marketing activities and influence the actual effectiveness. Contents: Preface chapter desire unlimited Pepsi - Pepsi-Cola Music + football + star of the non-Olympic marketing, strategic marketing, Pepsi-Cola s non-Olympic The Road. Pepsi-Cola and KFC s long-term cooperation - a good basis for non-Olympic marketing. Second. adhere to the music + star advertising marketing line three. docking football - the main sports marketing strategy. Pepsi. dare to China Red. then a marketing style all their own. to create I want the tank activities Second. dare to China Red turned out to KFC Kentucky Fried Chicken article - winding marketing brand localization to pave the way for the civilian route winding route Kentucky civilian non-Olympic Marketing First. enter the school two. into the classroomFour Satisfaction guaranteed,or money back.

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