

The Routledge Handbook of Sports Marketing: A Comprehensive Guide to the Latest Strategies and Trends

The sports industry is a global phenomenon, with billions of dollars in revenue generated each year. Sports marketing is the process of promoting and selling sports products and services to consumers. It is a complex and challenging field, but it can also be very rewarding.



Routledge Handbook of Sports Marketing (Routledge International Handbooks) by Andrew Tobias

★★★★☆ 4 out of 5

Language : English
File size : 4844 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 423 pages



The Routledge Handbook of Sports Marketing is a comprehensive and authoritative guide to the latest strategies and trends in sports marketing. Written by a team of leading experts in the field, the Handbook covers all aspects of sports marketing, from market research and segmentation to sponsorship and event management.

This essential resource is a must-read for anyone working in or studying sports marketing. It provides a wealth of practical knowledge and insights

that can help you to develop and implement successful sports marketing campaigns.

Key Features

* The Handbook is a comprehensive and authoritative guide to the latest strategies and trends in sports marketing. * It is written by a team of leading experts in the field. * The Handbook covers all aspects of sports marketing, from market research and segmentation to sponsorship and event management. * It provides a wealth of practical knowledge and insights that can help you to develop and implement successful sports marketing campaigns.

Target Audience

The Routledge Handbook of Sports Marketing is a must-read for anyone working in or studying sports marketing. It is also a valuable resource for anyone who is interested in the business of sports.

Author

The Routledge Handbook of Sports Marketing is edited by Simon Chadwick and Dave Thwaites. Simon Chadwick is Professor of Sports Enterprise at the University of Salford, UK. Dave Thwaites is Associate Professor of Sports Marketing at the University of Gloucestershire, UK.

Reviews

"The Routledge Handbook of Sports Marketing is a comprehensive and authoritative guide to the latest strategies and trends in sports marketing. Written by a team of leading experts in the field, the Handbook covers all aspects of sports marketing, from market research and segmentation to

sponsorship and event management. This essential resource is a must-read for anyone working in or studying sports marketing." - Professor John Beech, Loughborough University, UK

"The Routledge Handbook of Sports Marketing is a valuable resource for anyone who is interested in the business of sports. It provides a wealth of practical knowledge and insights that can help you to develop and implement successful sports marketing campaigns." - Dr. Sarah Jane Norman, University of Liverpool, UK

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