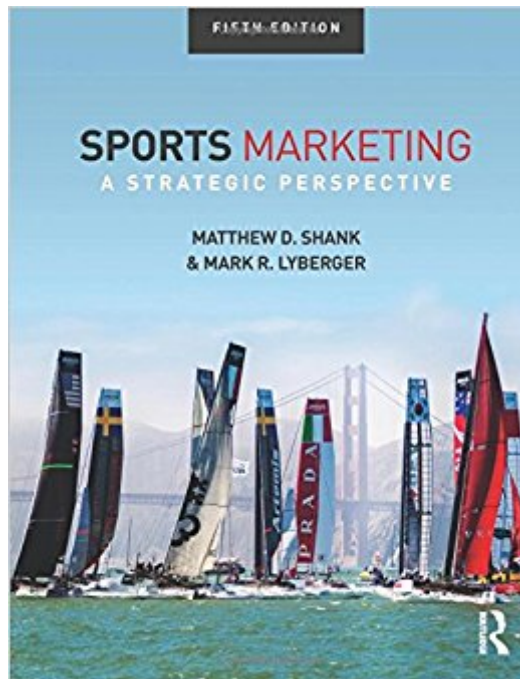




**Ebook Directory**  
the best source of ebook

The book was found

# Sports Marketing: A Strategic Perspective, 5th Edition



## Synopsis

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 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.

## Book Information

Paperback: 704 pages

Publisher: Routledge; 5 edition (October 26, 2014)

Language: English

ISBN-10: 1138015962

ISBN-13: 978-1138015968

Product Dimensions: 7.4 x 1.6 x 9.7 inches

Shipping Weight: 4 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 4 customer reviews

Best Sellers Rank: #21,154 in Books (See Top 100 in Books) #7 in Books > Business & Money > Industries > Sports & Entertainment > Sports #86 in Books > Textbooks > Business & Finance > Marketing #225 in Books > Business & Money > Marketing & Sales > Marketing

## Customer Reviews

"This book equips communication professionals with a valuable yet cost-efficient resource that blends theoretical and pragmatic principles....communication professionals should consider sport marketing an important segment of their reading repertoire. This fifth edition of *Sports Marketing: A*

Strategic Perspective is an excellent starting point." - Mark Moore (2015) International Journal of Sports Communication, 8, 389-392.

Matthew D. Shank is a Professor of Marketing and took office in July 2011 as the President of Marymount University in Arlington, Virginia, USA. Prior to Marymount, he served as Dean of the University of Dayton School of Business Administration. His teaching and research interests include consumer behavior, marketing research and sports marketing and he recently served as editor of Sport Marketing Quarterly. Mark R. Lyberger is an Associate Professor at Kent State University, USA, where he serves as the undergraduate coordinator of Sport Administration and graduate coordinator of Sport & Recreation Management. His research interests have focused on consumer consumption behavior, sponsorship, marketing, marketing analytics, and leadership. He currently serves as the editor of The Journal of Sport

This book arrived in record time. I'm glad I made the choice to get this book.

The book is falling apart. It came with the binding coming apart.

Great textbook rental!

Excellent "must read" if you're in the sports marketing business!

[Download to continue reading...](#)

Draw in Perspective: Step by Step, Learn Easily How to Draw in Perspective (Drawing in Perspective, Perspective Drawing, How to Draw 3D, Drawing 3D, Learn to Draw 3D, Learn to Draw in Perspective) Sports Marketing: A Strategic Perspective, 5th edition Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Social Media

Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Strategic Communications Planning for Effective Public Relations and Marketing 5th (fifth) edition Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) Skateboarding: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Football: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Hockey: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)