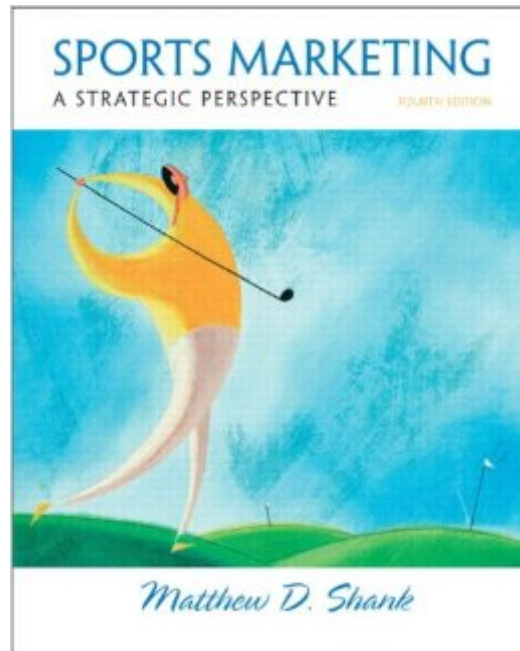


The book was found

Sports Marketing: A Strategic Perspective (4th Edition)



Synopsis

KEY BENEFIT: Sports Marketing takes a strategic business perspective, keeping pace with the ever-changing environment of the sports world. Organized around a framework of the strategic marketing process that can be applied to the sports industry, it provides an appreciation for the growing popularity of women's sports and the globalization of sport. **KEY TOPICS:** This edition concentrates on the rising costs, escalating salaries, the price of new stadiums and arenas, and sports ethics versus the incredible appetite of consumers for sports. Extensive treatment is given to understanding consumers as spectators and participants; in addition to planning the sports marketing mix (product, price, promotion, and place), it examines the execution and evaluation of the planning process. **MARKET:** An excellent source of information for directors of sports marketing, directors of sports promotion, athletic directors, directors of community/public relations, directors of ticket sales, directors of sponsorship sales, sports marketing coordinators, sports promotion coordinators, and recreation/borough sports directors.

Book Information

Hardcover: 480 pages

Publisher: Prentice Hall; 4 edition (March 29, 2008)

Language: English

ISBN-10: 0132285355

ISBN-13: 978-0132285353

Product Dimensions: 8.2 x 1.2 x 9.9 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â See all reviews Â (11 customer reviews)

Best Sellers Rank: #362,842 in Books (See Top 100 in Books) #297 in Â Books > Business & Money > Industries > Sports & Entertainment #425 in Â Books > Textbooks > Business & Finance > Marketing #2572 in Â Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

Shanks has produced a solid undergraduate text. It has many examples and is well supported by case and discussion material. Also, the book makes good use of the Internet as a support medium. I am not aware of whether or not an instructors package is available. If not, that is a failing.

Easy to read and soak up the information. Interesting section of female specific sports marketing, a category that is often overlooked in the old school sports marketing world.

It is so easy and promised the day of delivery. Renting books makes more sense than buying them. I recommend this to all students and save money at the same time.

So far for my class the book seems to be mildly helpful. It breaks down some pertinent information that is needed for understanding sports marketing.

Book was like brand new. Didn't take long to arrive at all and it was better than expected. Thank you

the condition of this book is so good. I am glad I can get great condition of book with cheap price

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

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) 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 (4th Edition) Sports Marketing: A Strategic Perspective, 5th edition 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) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step

By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Marketing Confidential: 101 Secrets to Increase Profits in the Construction Industry: Essential Tactics About Marketing, Business Development, Business Planning and Strategic Planning Strategic Management: A Dynamic Perspective: Concepts, 2nd Edition Football: How It Works (The Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Sports Illustrated For Kids Year In Sports 2007 (Scholastic Year in Sports) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business)

[Dmca](#)