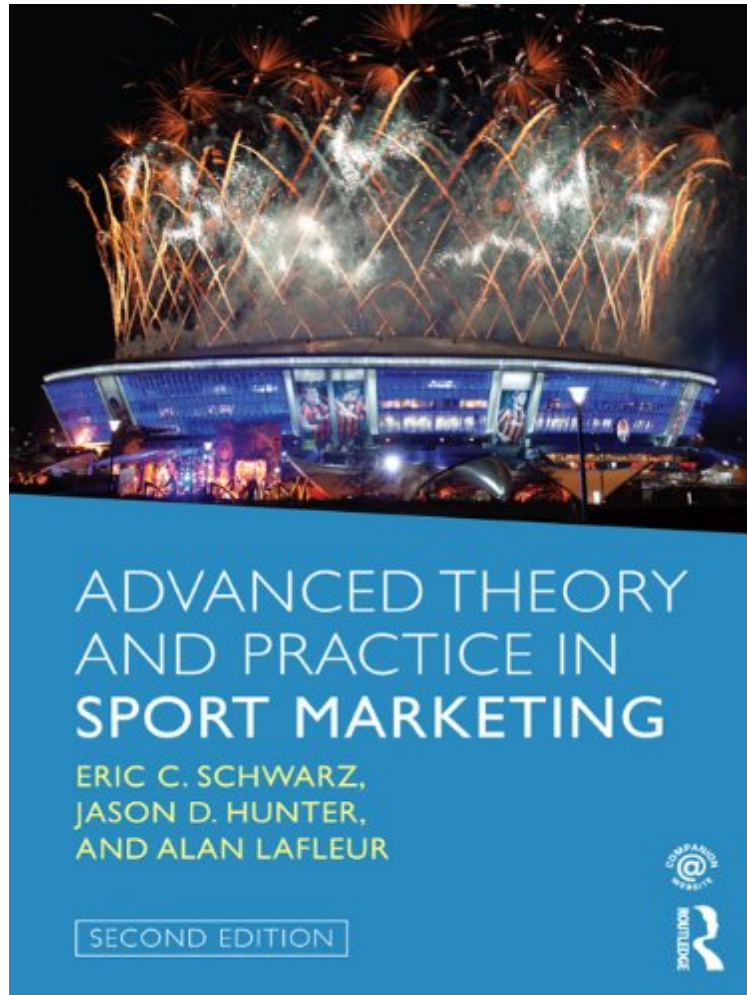


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Advanced Theory and Practice in Sport Marketing

Eric C. Schwarz, Jason D. Hunter
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Eric C. Schwarz, Jason D. Hunter : Advanced Theory and Practice in Sport Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advanced Theory and Practice in Sport Marketing:

Effective marketing is essential for any successful sport organization, from elite professional sports teams to local amateur leagues. Now in a fully revised and updated second edition, *Advanced Theory and Practice in Sport Marketing* is still the only text to introduce key theory and best practice at an advanced level. The book covers every key functional and theoretical area of sport marketing, including marketing research, information systems, consumer behavior, logistics, retail management, sales management, e-commerce, promotions, advertising, sponsorship, and international business. This new edition includes expanded coverage of important contemporary

issues, including social responsibility and ethics, social media and networking, relationship and experience marketing, recovery marketing, and social marketing. Every chapter contains extended cases and first-hand accounts from experienced sport marketing professionals from around the world. Following those cases are questions encouraging students and practitioners to apply their theoretical knowledge to real-world situations and to develop their critical thinking skills, while each chapter also includes helpful features such as definitions of key terms, summaries, and guides to further reading. A companion website includes an impressive array of additional teaching and learning resources, including a test bank of exam questions, PowerPoint slides, and extra case studies for lecturers and instructors, and useful web links, self-test multiple-choice questions, and glossary flashcards for students. *Advanced Theory and Practice in Sport Marketing* goes further than any other sport marketing text in preparing the student for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business, and for anybody working in sport marketing looking to develop and extend their professional skills.

About the Author Eric C. Schwarz is Associate Professor of Sport Business and Chair of the Department of Sport Business and International Tourism in the Donald R. Tapia School of Business at Saint Leo University, USA. He is currently President of the Sport Marketing Association. Jason D. Hunter is Assistant Professor of Parks and Recreational Administration at George Williams College of Aurora University, USA. He is currently developing a Master's Degree program in Sports Management and an online Graduate Recreational Administration Program. Alan LaFleur is a social media consultant. Having worked for Sports Features Communications he has gone on to found two of his own companies in this sector, Bloom Social and Apprentice Star League.