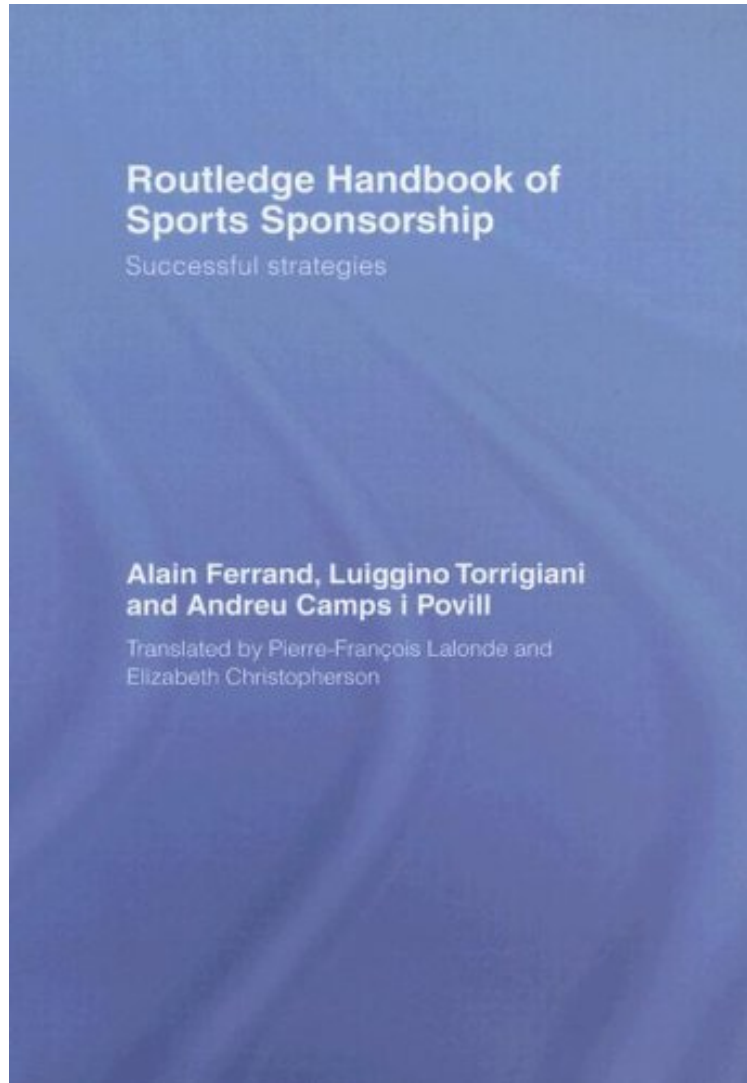


(Library ebook) Routledge Handbook of Sports Sponsorship: Successful Strategies

Routledge Handbook of Sports Sponsorship: Successful Strategies

Alain Ferrand, Luigino Torrigiani, Andreu Camps i Povill

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The Routledge Handbook of Sports Sponsorship provides a comprehensive guide to the successful management of sport sponsorship. From the development of an appropriatenbsp;strategy to the implementation of the sponsorship operation through to post-event analysis, this book offers an authoritative reference for largenbsp;and small events.The text also provides an accessible review of the legal issues associated with marketing, copyright and contracts in print,

television and radio sponsorship, illustrated with a wealth of case studies. Includes: Sports marketing and sports management theory; Stage by stage analysis of the sponsorship process; The roles of different key stakeholders in the process; Thorough explanation of copyright and contract law for sports sponsorship; Major international sports sponsorship case-studies examined from concept stage through to post-event analysis. The Routledge Handbook of Sports Sponsorship is essential reading for students and a valuable reference for professionals in sports law, sports management, sports marketing and brand management.

About the Author Alain Ferrand is Head of the Department of Sports Management at the University of Lyon, and an Associate Professor at the University of Turin and the Scuola Dello Sport, Rome. Luigino Torrigiani is "Solar Impulse" project marketing and sponsorship Director, International Sports Marketing consultant and lecturer. He is former International Cycling Union (UCI) and Fédération Internationale de Volley-Ball (FIVB) Marketing Director. Andreu Camps i Povill is Professor and General Director at the Institut Nacional d'Educació Física de Catalunya, Barcelona, and a practising sports lawyer.