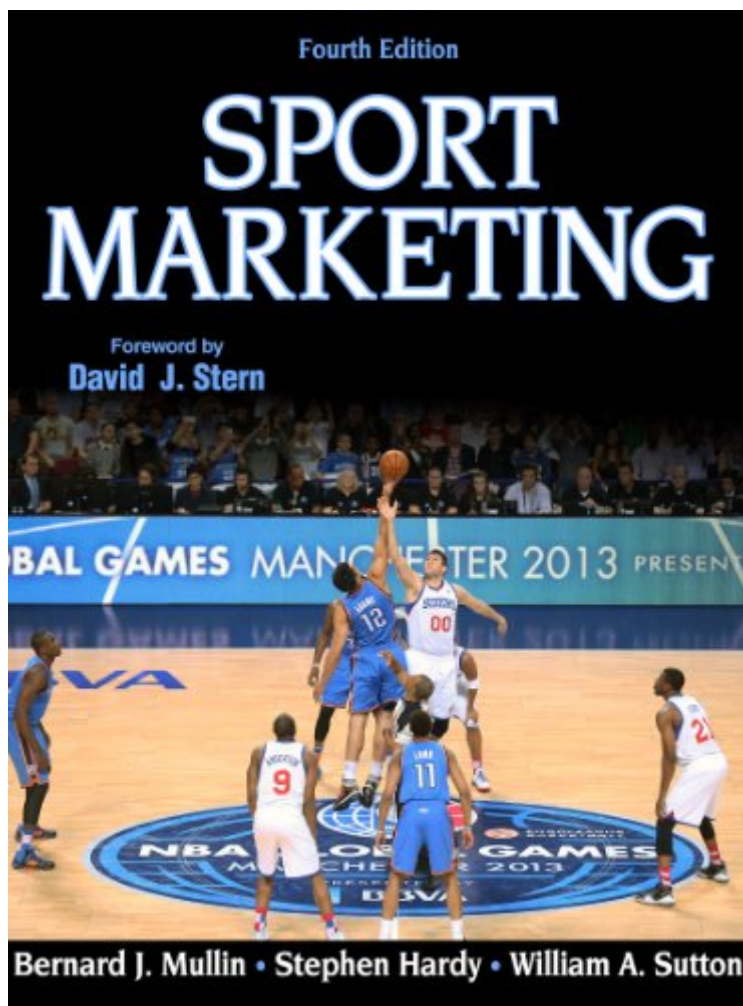




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Sport Marketing, 4E



Synopsis

Sport Marketing, Fourth Edition, has been streamlined and updated to keep pace with the latest information and issues in the competitive world of sport marketing. This text maintains its position as the best-selling and original text in the field, continuing to direct students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study. Using the new full-color format and companion web study guide, students will stay engaged as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry.

Book Information

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Customer Reviews

This book is full of great information. The only reason I didn't give it five stars is because the order of the information was jumbled. There was a lot of overlap that made it unclear structurally.

The base to understand concepts and apply them to sports

Great information on Sport Marketing!

Good book, needed it for class

In really good condition

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