



## Strategic Sport Marketing (Paperback)

By David Shilbury, Hans Westerbeek, Shayne Quick

Allen Unwin, Australia, 2014. Paperback. Condition: New. 4th edition. Language: English . Brand New Book. Sport now has to compete for the consumer dollar with a vast array of leisure activities online as well as offline. Successful sport marketing is the result of carefully structured planning, creativity and perseverance. Integrating the unique characteristics of sport with traditional marketing theory, Strategic Sport Marketing presents a framework of strategic decision-making. The authors outline the diverse markets for sport: participants, sponsors, spectators and fans. International case studies and sportviews selected from a wide range of sports and media illustrate the unique features of sport marketing. Strategic Sport Marketing is a practical tool and theoretical guide to sport marketing internationally. The fourth edition of this widely used text is fully revised and updated. It includes new material on sports promotion, customer service and social media, as well as new case studies. A sport marketing text at the undergraduate level needs to engage both student and teacher. . . I believe Strategic Sport Marketing does this rather well. - Sport Management Review . . . a comprehensive illustration of the integration of sport marketing theory with sport marketing practice. - Journal of Sport Management.



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