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Global Sport Marketing: Contemporary Issues and Practice ...

Globalization has had a profound impact on the sports industry, creating an international market in which sports teams, leagues and players have become internationally recognized brands. This important new study of contemporary sports marketing examines the opportunities and threats posed by a global sports market, outlining the tools and strategies that marketers and managers can use to take advantage of those opportunities.

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Sport marketing's past, present and future; an ...

Global Sport Marketing. DOI link for Global Sport Marketing.
Global Sport Marketing book. Contemporary Issues and Practice. Global Sport Marketing. DOI link for Global Sport Marketing. Global Sport Marketing book. Contemporary Issues and Practice. Edited By Michel Desbordes, André Richelieu. Edition 1st Edition . First Published 2012 . eBook

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Introduction | Global Sport Marketing | Taylor & Francis
Group

Global Sport Marketing: Contemporary Issues and Practice:
Desbordes, Michel, Richelieu, Andre: Amazon.com.au: Books

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Global sport marketing contemporary issues and practice / edited by Michel Desbordes and André Richelieu. Published: (2012) Contemporary sport marketing : global perspectives / edited by James J. Zhang and Brenda G. Pitts. Published: (2017)

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Global Sport Management Studies: Contemporary issues and inquiries is essential reading for all students and scholars of

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sport management, sport business and sport marketing, as well as for any professional working in the sport and leisure industries.

Global Sport Management: Contemporary issues and inquiries ...

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The global sport economy : contemporary issues / ed. by Michel Desbordes... [et al.] Edited by Routledge. London - 2019. This book examines the global sports ecosystem through three of its central pillars: sport marketing, sports

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equipment manufacture and sales, and sport governance and organisation. By focusing on these three themes the book presents a nuanced and multi-faceted view of how the global sports economy works and what its main strategic challenges and opportunities are.

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