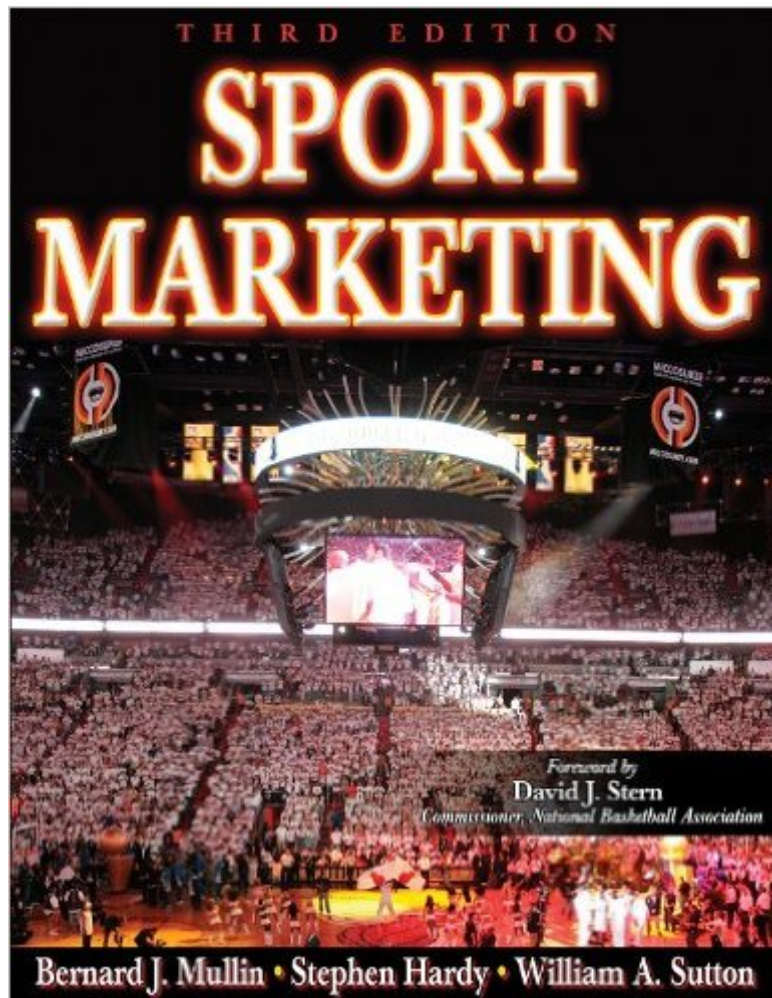


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# Sport Marketing - 3rd Edition



## Synopsis

Sport Marketing, Third Edition, the latest version of the leading sport marketing text, directs students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study. The text has been thoroughly updated with a comprehensive ancillary package, new examples and perspectives from the field, and the latest information about marketing in the burgeoning sport industry. Using real-world examples and an engaging writing style, the distinguished authors provide valuable new material about key areas in sport marketing that prepares students for careers in the industry. The following are updates to the new edition: -Foreword written by David J. Stern, Commissioner of the National Basketball Association -A new chapter on branding and how to apply it in a sport context, including examples of successful efforts -A greatly expanded chapter on research in sport marketing, recognizing recent and significant technological developments that allow sport marketers to reach consumers -An updated final chapter containing opinions from industry insiders about what sport marketers can expect in the years ahead

The highly respected authors have long been recognized for their ability to define this exciting field, and they continue to engage readers by providing several updated references and real-life examples. These elements not only make the material more interesting for students to read but also allow them to easily translate concepts presented in the text into situations they will encounter in the working world. The text incorporates all areas of marketing into an exciting and sport-specific context. Students will learn how to build a sport marketing plan, study the behaviors of sport consumers, and gain an understanding of market segmentation and pricing. The text also includes extensive information on promotion, sales, distribution, and public relations in sport. After reading this book, students will be able to apply the concepts of marketing to the distinct sport enterprise. This new edition is complemented by a large and complete package of ancillary materials that will enhance the presentation of the material and provide a richer learning experience for students. A new instructor guide, test package, and PowerPoint presentation package are offered through a convenient product-specific Web site at [www.HumanKinetics.com/SportMarketing](http://www.HumanKinetics.com/SportMarketing). Even though this text is written primarily for students, the authors go beyond theory to stress real-world applications, providing a wonderful reference for professionals and a useful guide that allows practitioners to apply key concepts to the work they do every day. This text will help students and others interested in marketing products in the expansive field of sport to understand the foundations of sport marketing and how to use marketing effectively. Most important, they'll learn how to incorporate these fundamentals into their own workplace.

## Book Information

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## Customer Reviews

If your job is to sell sports, you **MUST** own this book. Otherwise, you're just a sports wannabe who is constantly guessing about what works and what doesn't. It is the only book that shows you guaranteed ways to build sustainable attendance figures. It shows how factors such as your facility, your promotion efforts, location, pricing, and product relate with each other to provide an overall experience for your customers. Get this book, use it, and change your career for the better!

This book sets the standard for sport marketing literature. Sport Marketing provides a good overview of marketing concepts and how they are applied to the sport product. Dr. Sutton is THE guru of sports marketing and delivers a quality instructional and practical guide for the serious sport manager.

Rated 5 stars because it was a good deal online. My wife needed this book for her grad program. We're a little surprised on how long it took from the purchase date until we received it. Shipping was slowed compared to most items we purchase on including several books for her grad program. The book did come in perfect condition and we were able to use it for her course. I recommend that you should consider buying books for college, especially if you're in a grad program to save some money. My wife really liked this book.

As undergraduate and graduate degree offerings in sports industry management have proliferated,

so have the classroom tools. This book stands head and shoulders above all others addressing marketing/sales issues for its conceptual and practical content, its depth and ease of reading. The authors have the benefit of knowing first hand what it takes to succeed in the teaching setting and what it takes to succeed in the real sports world because they have experienced both over and over . . . and over again.

This is the worst book I have ever been forced to read in my life. I had to get it for class and every time I read it I want to jump out of the window. It is super boring which makes it difficult to read and the pages are 99.9% words (I know it sounds silly, but again, it makes it difficult to read). You can tell the author tries to sound smarter by using fancy wording but it's just unnecessary and I find it distracting. Do not buy this book unless it is absolutely necessary, and if it is, good luck, ugh.

This book gives you a more in dept look at the world of Sports Marketing. A lot of the references in based on the NBA and how the commissioner made the professional basketball a global marketing sensation.

This was a required text for my class and I think my professor keeps it part of the curriculum so that he doesn't have to buy a new book. This book is excruciatingly boring and long and does not go in depth into any topic. I would look elsewhere.

I chose this order because it is required for my Kinesiology class. The pricing for my book was very reasonable compared to buying it on my schools campus and the order came in to me the next day of ordering it, in GREAT BRAND NEW condition. Wonderful Deal!! Thank you!

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