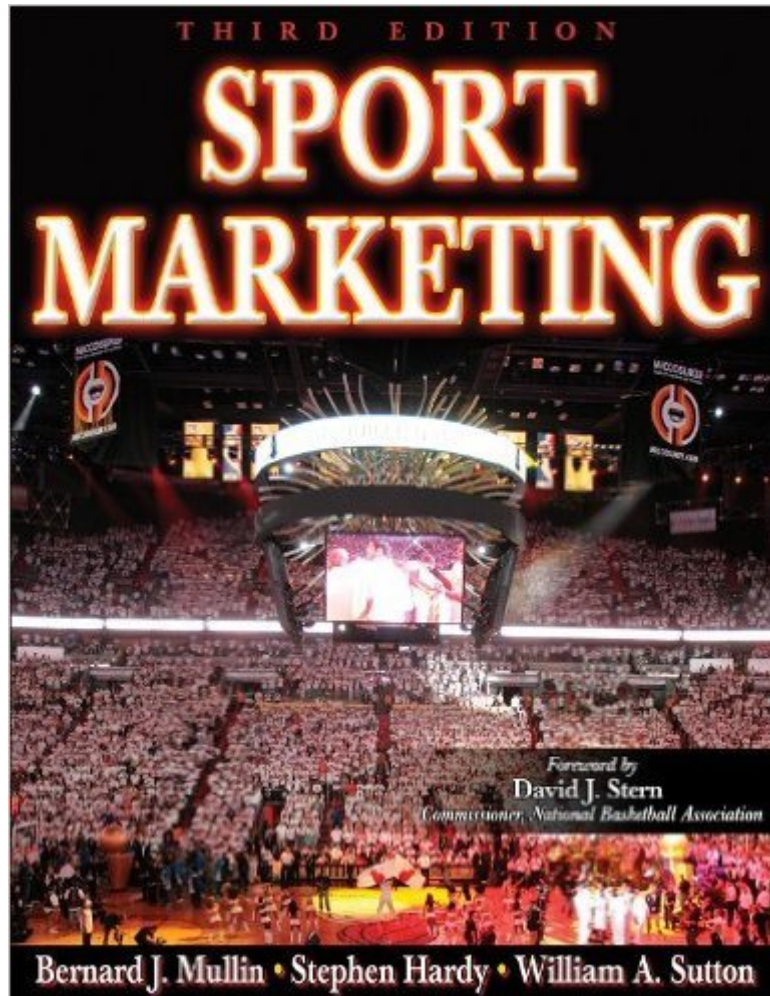


The book was found

# Sport Marketing



## Synopsis

Sport Marketing, Third Edition, has been thoroughly updated with a comprehensive ancillary package, new examples from the field, and the latest information about marketing in the burgeoning sport industry. Significant updates to the new edition include a new chapter on branding, an expanded chapter on research in sport marketing, and an updated final chapter on the future of sport marketing. The distinguished authors'™ use of real-world examples and engaging writing style will help students and practitioners understand the foundations of sport marketing and how to effectively use those foundations in real-world settings. Important Notice: The digital edition of this book is missing some of the images found in the physical edition.

## Book Information

File Size: 7482 KB

Print Length: 555 pages

Publication Date: March 30, 2007

Sold by:Â Digital Services LLC

Language: English

ASIN: B005EN756A

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #717,847 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #118

inÂ Books > Business & Money > Industries > Sports & Entertainment > Park & Recreation #1896

inÂ Books > Business & Money > Industries > Hospitality, Travel & Tourism #5014 inÂ Kindle

Store > Kindle eBooks > Business & Money > Marketing & Sales

## 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. Weâ™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 school's campus and the order came in to me the next day of ordering it, in GREAT BRAND NEW condition. Wonderful Deal!! Thank you!

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Fundamentals of Sport Management (Human Kinetics' Fundamentals of Sport and Exercise Science) Why Would Anyone Do That?: Lifestyle Sport in the Twenty-First Century (Critical Issues in Sport and Society) Media Relations in Sport (Sport Management Library) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every

aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Network Marketing: Master Plan: How to Go From Newbie to Network Marketing Rock Star in Less Than a Year (Multilevel Marketing, MLM) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T!

[Dmca](#)