

## Sports Marketing A Strategic Perspective

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A Day in the Life of Athletic Marketing *BlogBites | Sports Marketing Strategies for Small Businesses* *Seth Godin - Everything You (probably) DON'T Know about Marketing* **Sports Marketing 101 Episode #001** Sports Marketing: Winning Content and Digital Marketing Strategies The Future of Sports - Geoff Wilson - Sports Marketing Strategies - Sports Branding *Top 2020 Marketing Strategies That Will Help Your Business Get Attention | RD Summit 2019 Alumni Talks Episode 1 - Sports Marketing during COVID-19* ~~Strategie Sport Marketing~~ ~~Sports Marketing A Strategic Perspective~~

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~~Sports Marketing | Taylor & Francis Group~~

Sports Marketing: A Strategic Perspective: United States Edition by Shank, Matthew at AbeBooks.co.uk - ISBN 10: 0131440772 - ISBN 13: 9780131440777 - Pearson - 2004 - Hardcover

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Sports Marketing takes a strategic business perspective, keeping pace with the ever-changing environment of the sports world. Organized around a framework of the strategic marketing process that can be applied to the sports industry, it provides an appreciation for the growing popularity of women's sports and the globalization of sport.

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Shank provides a framework or conceptual model of the strategic marketing process that can be applied to the sports industry. Contingency Framework In the fourth edition, the author presents a contingency framework for organizing the many elements that influence the strategic sports marketing process and recognizes the unpredictable nature of the sports industry.

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