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## The Ultimate Guide to Sports Marketing (Hardback)

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By Stedman Graham, Joe Jeff Goldblatt, Lisa Delpy Neirotti

McGraw-Hill Education - Europe, United States, 2001.  
Hardback. Book Condition: New. 2nd Revised edition. 231 x 145 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This title includes vital industry information, Internet strategies, and more. It offers an insider's look at the dynamic world of sports marketing. Sports marketing is a prestigious - and challenging - career. The Ultimate Guide to Sports Marketing, second edition, will show you how to get your foot in the door and, once inside, construct a solid career in virtually any sport-related field you choose. The first book to go behind the scenes to examine all the fundamentals - from getting that elusive first job interview to acquiring funding, negotiating contracts, managing event logistics, and more - this integrated approach to sports marketing features: discussions with top-level professionals who helped establish and define the field The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis; a proven method for identifying internal aspects and external variables that may affect your success; sample agreements for independent contractors, sponsorship, licensing, endorsements, and venues. Whether you are managing and marketing sports organizations, products, events, or even the athletes themselves, you must be able to look beyond the...



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