Strategic sport marketing

Shilbury, David, Quick, Shayne and Westerbeek, Hans 2003, Strategic sport marketing, 2nd ed., Allen & Unwin, Crows Nest, N.S.W.
Strategic Sport Marketing is a comprehensive text for sport management students as well as practising sport administrators. Integrating the unique product characteristics of sport with traditional marketing theory, it presents a strategic sport marketing model that recognises the diverse markets for sport: participants, sponsors, spectators at the event and lounge-room fans." "Case studies and sportviews selected from international sports and media illustrate the unique features of sport marketing. With detailed examples and step-by-step processes, Strategic Sport Marketing is a practical tool and theoretical guide to sport marketing internationally." "The second edition of this widely used text is fully revised and updated. It includes two new chapters: 'Customer satisfaction and service quality' by Linda van Leeuwen and 'Sport and the Internet' by Daniel Evans. There is also an increased focus on sponsorship and the role of services theory in the delivery of sport."
"Strategic Sport Marketing is a comprehensive text for sport management students as well as practising sport administrators. Integrating the unique product characteristics of "Case studies and sportviews selected from international sports and media illustrate the unique features of sport marketing. With detailed examples and step-by-step processes, Strategic Sport Marketing is a practical tool and theoretical guide to sport marketing internationally." "The second edition of this widely used text is fully revised and updated. Strategic Sport Marketing, a study guide by Shomari Davis, includes 6 questions covering vocabulary, terms and more. Quizlet's flashcards, activities and games help you improve your grades. 1. Visualize and position the organization 2. Clarify goals and objectives 3. Develop a marketing plan 4. Integrate the marketing plan 5. Control and evaluate the plan's implementation. Strategic Step 1 : Visualize and position the organization. 1 Core vision and ideology. 2 The SWOT analysis."