



Sport Marketing - 3rd Edition

Bernard Mullin, Stephen Hardy, William Sutton

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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.

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.

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