

The Routledge Handbook of Sports Marketing: A Comprehensive Guide to the Business of Sports

The sports industry is a global phenomenon, generating billions of dollars in revenue each year. Sports marketing is a key part of the sports industry, helping to promote and sell sports products and services. The Routledge Handbook of Sports Marketing is a comprehensive guide to the business of sports marketing. It covers all aspects of sports marketing, from sponsorship and advertising to social media and digital marketing.

This handbook is essential reading for anyone who wants to work in the sports industry or for anyone who is interested in the business of sports. It is also a valuable resource for students and researchers in the field of sports marketing.

The Routledge Handbook of Sports Marketing is divided into five parts:



Routledge Handbook of Sports Marketing (Routledge International Handbooks) by Andrew Tobias

★★★★☆ 4 out of 5

Language : English
File size : 4844 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 423 pages

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- **Part 1: Foundations of Sports Marketing**
- **Part 2: Sponsorship and Advertising**
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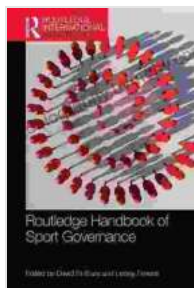
Each part of the handbook is written by leading experts in the field of sports marketing. The handbook is also packed with case studies and examples from the real world of sports marketing.

There are many reasons why you should read The Routledge Handbook of Sports Marketing. Here are just a few:

- You will learn about the latest trends and developments in sports marketing.
- You will gain a deep understanding of the different aspects of sports marketing.
- You will be able to apply the principles of sports marketing to your own work.
- You will be better prepared for a career in the sports industry.

The Routledge Handbook of Sports Marketing is the most comprehensive and up-to-date guide to the business of sports marketing. It is essential reading for anyone who wants to work in the sports industry or for anyone who is interested in the business of sports.

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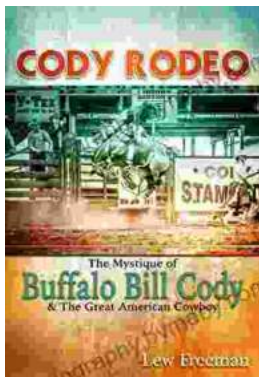
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