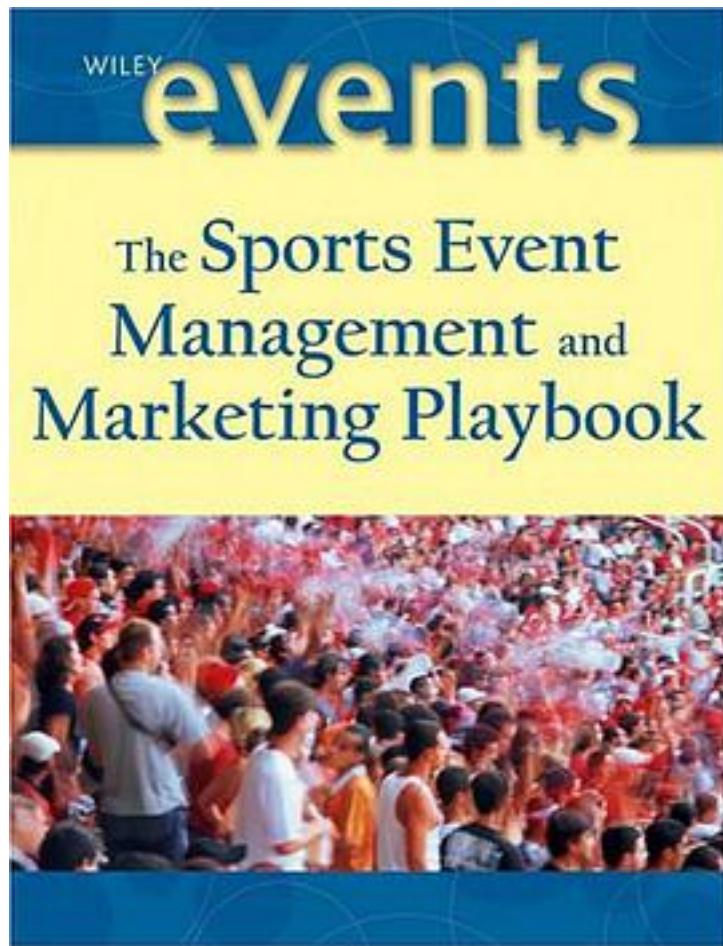


The Sports Event Management and Marketing Playbook



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出版者:John Wiley & Sons Inc

出版时间:2004-9

装帧:HRD

isbn:9780471460077

The Sports Event Management and Marketing Playbook is a step-by-step guide for the

real world, offering expert advice on how to properly build sports events into successful and financially viable properties. Authored by a successful professional who's in the trenches every day, this helpful resource offers both first-time planners and seasoned organizers with the expertise and framework for staging top-quality sports events at any level - from the community to the global stage. Along with practical checklists, tables, figures, and forms, *The Sports Event Management and Marketing Playbook* features: * "Sideline Stories" presenting real-life examples of the development, management, and execution of sports events * "Coach's Clipboard" featuring questions and thought-provoking intellectual exercises that enable readers to apply the lessons of every chapter to hypothetical situations This book is part of The Wiley Event Management Series.

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