

Global Sport Sponsorship



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Estimated to have an annual worth of \$24.8 billion dollars, the global sponsorship industry has become of vital importance to anybody interested in understanding the sport-commerce nexus. This text provides a comprehensive, multi-disciplinary analysis of this relationship. Topics covered include the strategic nature of global sport sponsorship; the role of celebrities in global advertising; the utilization of sponsorship in the construction of global alliances; and more.

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