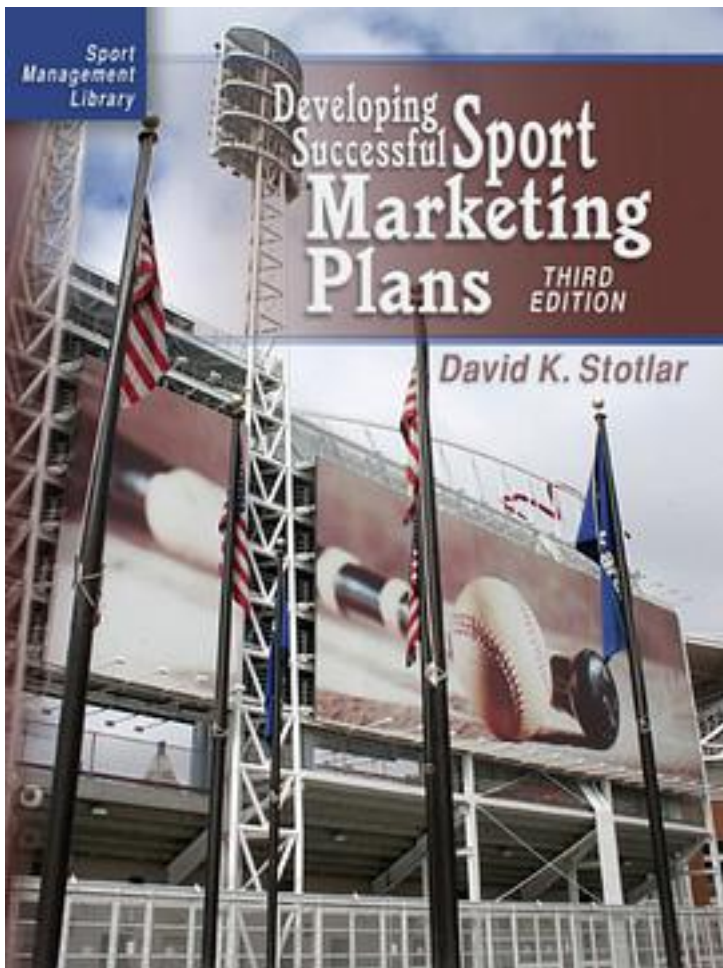


# Developing Successful Sport Marketing Plans



[Developing Successful Sport Marketing Plans\\_下载链接1\\_](#)

著者:David K. Stotlar

出版者:Fitness Info Tech

出版时间:2009-4-1

装帧:Paperback

isbn:9781885693846

Now in its third edition, this book focuses toward the sport consumer and explains how to create an effective sport marketing plan. David Stotlar's comprehensive

experience and intimate knowledge of the sport industry are evident as he provides the specific issues to consider, the essential questions to guide your thinking, and the proper exercises to help you to develop and implement a viable sport marketing plan. The intent is simple: provide a workbook that assists you in building a winning marketing plan through a well-defined, industry-proven protocol that has been demonstrated to be successful.

作者介绍:

目录:

[Developing Successful Sport Marketing Plans\\_下载链接1\\_](#)

标签

评论

-----  
[Developing Successful Sport Marketing Plans\\_下载链接1\\_](#)

书评

-----  
[Developing Successful Sport Marketing Plans\\_下载链接1\\_](#)