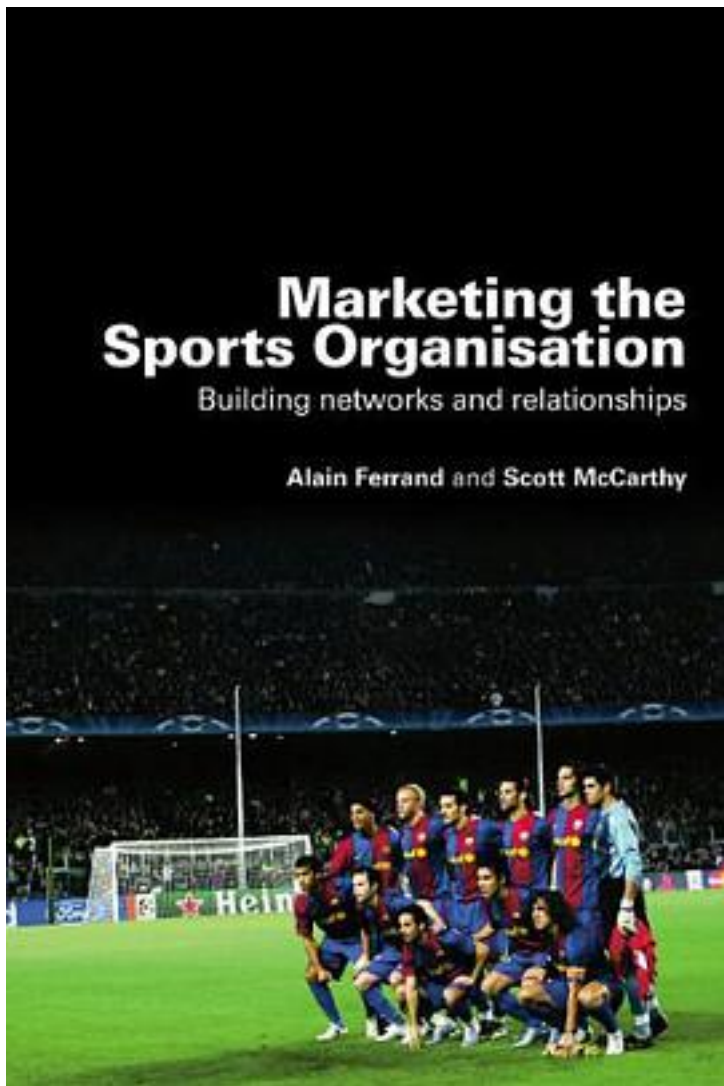


Marketing the Sports Organisation



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Marketing and the world of sport overlap in two main ways: in the marketing of sports related products and services, and in the use of sports events to market a broader range of products and services. "Marketing the Sports Organisation" introduces the most effective marketing methods and tools available to sports organisations, and offers practical, step-by-step advice for sports organisations in the use of relationship marketing techniques. Comprehensive and innovative in its approach, the book includes: a practical framework for implementing relationship marketing throughout the product and service range; an in-depth examination of tools and methods that increase the value of the product for the consumer; a genuinely international approach, applicable in all countries; and, detailed international case studies from the world of sport. Offering a thorough introduction to first principles in sports marketing, and focused throughout on best practice, this book is essential reading for all students of sport and business marketing, and for all professionals seeking to improve their sports marketing activity, in both commercial and non-profit contexts.

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