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Sports Marketing and the Psychology of Marketing Communication Lynn R. Kahle, Chris Riley, 2004-04-12 Sports marketing is one of the fastest growing areas of marketing communication This book advances understanding in this emerging area It presents sports marketing in a scholarly and comprehensive way covering major topics of discussion in sports marketing and the psychology of communication Several new innovative topics are introduced such as SportNEST and consumption communities and many classic topics are brought up to date including sponsorship ambush marketing identification endorsements basking in reflected glory and licensing Many of the topics that seem to center around sports show up as well such as sneakers ethics risky behavior and even investments Utilizing a psychological approach to understanding sports marketing first rate authors discuss the most important topics The book covers all major topics of sports marketing including sponsorship from several different perspectives the major force in sports marketing ambush marketing how non sponsors seek to reap the benefits without paying the price and licensing using the sale of items such as T shirts to increase profit and marketing

Business Management for Entrepreneurs Cecile Nieuwenhuizen, 2007 *Business Management for Entrepreneurs* introduces entrepreneurs and managers of small and medium sized businesses to all the functions needed to manage these organizations successfully This is an essential guide to the small business management competencies that are essential for the success of a smaller business

The Role of the Media in Promoting and Reducing Tobacco Use Ronald M. Davis, 2008

Journal of Marketing, 1983 Apr issues for 1940 42 include Papers and proceedings of the semi annual Dec meeting of the American Marketing Association 1939 41

Marketing Tourism and Hospitality Richard George, 2021-05-08 This textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses placing special emphasis on SMEs in the international tourism industry It includes examples from a wide range of destinations from emerging markets to high income countries Taking a comprehensive approach the book covers the whole spectrum of tourism and hospitality marketing including destination marketing marketing research consumer behaviour and digital and social media marketing Practical in focus it gives students the tools techniques and underlying theory required to

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