

## Sports Marketing A Strategic Perspective

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A Day in the Life of Athletic Marketing  
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Now in a fully revised and updated 5 th edition, Sports Marketing: A Strategic Perspective is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control.

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~~Sports Marketing | Taylor & Francis Group~~

Sports Marketing: A Strategic Perspective: United States Edition by Shank, Matthew at AbeBooks.co.uk - ISBN 10: 0131440772 - ISBN 13: 9780131440777 - Pearson - 2004 - Hardcover

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Sports Marketing takes a strategic business perspective, keeping pace with the ever-changing environment of the sports world. Organized around a framework of the strategic marketing process that can be applied to the sports industry, it provides an appreciation for the growing popularity of women's sports and the globalization of sport.

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Shank provides a framework or conceptual model of the strategic marketing process that can be applied to the sports industry. Contingency Framework In the fourth edition, the author presents a contingency framework for organizing the many elements that influence the strategic sports marketing process and recognizes the unpredictable nature of the sports industry.

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