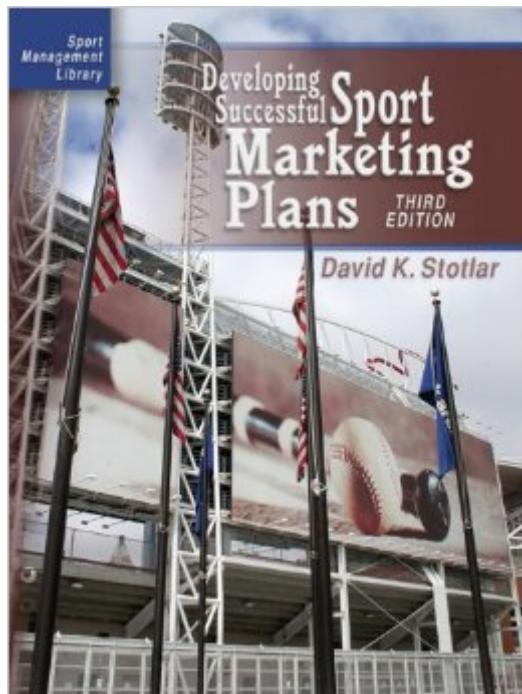


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# Developing Successful Sport Marketing Plans



## Synopsis

In this updated edition of Developing Successful Sport Marketing Plans, internationally renowned sport marketing professor David Stotlar takes you inside the world of sport management to explain how to build a marketing plan that works. Drawing on his own comprehensive experience and an understanding of the sport industry that can only come from an insider, he provides the specific issues to consider, the essential questions to guide your thinking, and the right exercises to help you develop and implement an effective sport marketing plan, including analysis of current trends and a new "Best Practices" section to conclude each chapter. With this latest edition of Developing Successful Sport Marketing Plans, students as well as professionals can use this definitive, well-tested protocol to construct their own successful marketing plans.

## Book Information

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## Customer Reviews

This book has everything you need to understand the fields of sports marketing and how to develop marketing strategies.

Text for a class.

Was a required textbook, overpriced for very little information. Just a money grab by any authors, experience is better than any textbook.

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