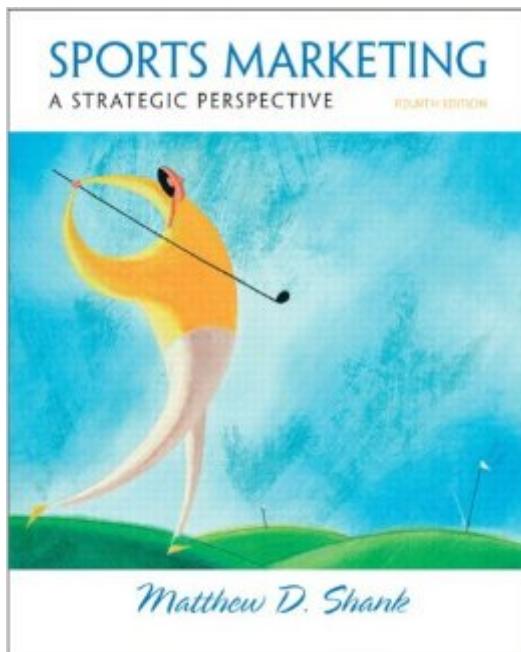


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# Sports Marketing: A Strategic Perspective (4th Edition)



## **Synopsis**

**KEY BENEFIT:** 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. **KEY TOPICS:** This edition concentrates on the rising costs, escalating salaries, the price of new stadiums and arenas, and sports ethics versus the incredible appetite of consumers for sports. Extensive treatment is given to understanding consumers as spectators and participants; in addition to planning the sports marketing mix (product, price, promotion, and place), it examines the execution and evaluation of the planning process. **MARKET:** An excellent source of information for directors of sports marketing, directors of sports promotion, athletic directors, directors of community/public relations, directors of ticket sales, directors of sponsorship sales, sports marketing coordinators, sports promotion coordinators, and recreation/borough sports directors.

## **Book Information**

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## **Customer Reviews**

Shanks has produced a solid undergraduate text. It has many examples and is well supported by case and discussion material. Also, the book makes good use of the Internet as a support medium. I am not aware of whether or not an instructors package is available. If not, that is a failing.

Easy to read and soak up the information. Interesting section of female specific sports marketing, a category that is often overlooked in the old school sports marketing world.

It is so easy and promised the day of delivery. Renting books makes more sense than buying them. I recommend this to all students and save money at the same time.

So far for my class the book seems to be mildly helpful. It breaks down some pertinent information that is needed for understanding sports marketing.

Book was like brand new. Didn't take long to arrive at all and it was better than expected. Thank you

the condition of this book is so good. I am glad I can get great condition of book with cheap price

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