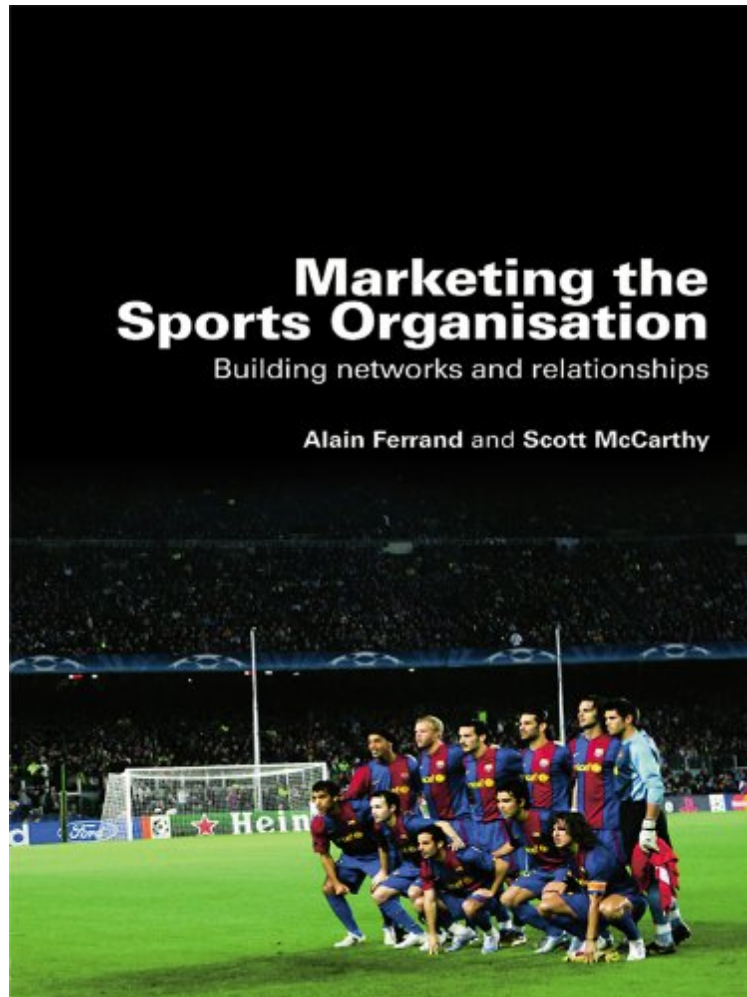


(Get free) Marketing the Sports Organisation: Building Networks and Relationships

Marketing the Sports Organisation: Building Networks and Relationships

Alain Ferrand, Scott McCarthy

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#2673094 in eBooks 2008-08-20 2008-08-20 File Name: B001PNYJJE | File size: 20.Mb

Alain Ferrand, Scott McCarthy : Marketing the Sports Organisation: Building Networks and Relationships before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing the Sports Organisation: Building Networks and Relationships:

1 of 5 people found the following review helpful. Great, if you like marketing sports organizations!By Richard J. AmmonTeamwork? Teamwork?It looks like two people wrote this book, but only one is mentioned?They should probably have added more pictures so that lawyers could enjoy the book as well!

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 organizations, and offers practical, step-by-step advice for sports organizations in the use of relationship marketing techniques. Comprehensive and innovative in its approach, the book includes:

- 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
- 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.

About the Author Alain Ferrand is Professor of Marketing at the University of Poitiers, Director of the Business and Research Centre (CEREGE), Director of the Masters in Sport Organisations Management conducted in French, and an Associate Professor at the University of Turin and the Scuola Dello Sport, Rome (Italian Olympic Committee - CONI Servizi). Scott McCarthy has been Chief Executive of the British Judo Association since 2002. Before that he was Chief Executive of the Irish Basketball Association and spent ten years as a Foreign Service Officer for the United States Department of State.