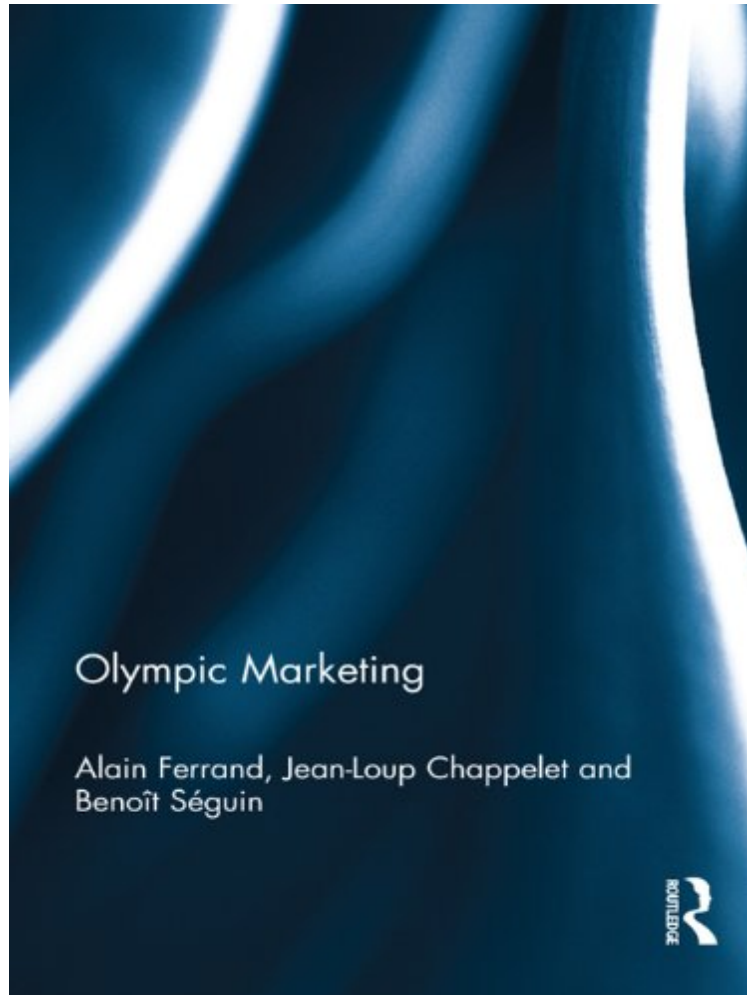


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## Olympic Marketing

*Alain Ferrand, Jean-Loup Chappelet, Benoit Seguin*  
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**Alain Ferrand, Jean-Loup Chappelet, Benoit Seguin : Olympic Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised Olympic Marketing:

The Olympic Games have become the definitive sports event, with an unparalleled global reach and a remarkably diverse constituency of stakeholders, from the IOC and International Federations to athletes, sponsors and fans. It has been estimated, for example, that 3.6 billion people (about half of the world population) watched at least one minute of the Beijing Games in 2008 on television. The driving force behind the rise of the modern Olympics has been the Olympic marketing programme, which has acted as a catalyst for cooperation between stakeholders and driven the promotion, financial security and stability of the Olympic movement. This book is the first to explain the principles of Olympic marketing and to demonstrate how they can be applied successfully in all other areas of sports marketing and

management. The book outlines a strategic and operational framework based on three types of co-productive relationships (market, network and informal) and explains how this framework can guide professional marketing practice. Containing case studies, summaries, insight boxes and examples of best practice in every chapter, this book is important reading for all students and practitioners working in sports marketing, sports management or Olympic studies.

'The book starts with a foreword from Thierry Zintz, the MEMOS director, followed with a Preface written by Richard Pound, the former Chairman of the IOC Marketing Commission, then followed by a section named 'Executive Perspectives' where Lisa Baird, the Chief Marketing Officer of the United States Olympic Committee, draws a picture of the situation and challenges faced by the United States Olympic Committee in terms of marketing. The book then continues with the core contents of the book structured around eight chapters, preceded by a general introduction and followed by a general conclusion. This progressive entrance into the topic clearly highlights the authors' will to fully integrate their book and contents within current marketing issues and practices which is laudable, and within the fact that Olympic organisations' managers and practitioners are in need for more marketing knowledge, analysis, framework and examples of good practice. Overall, Olympic Marketing represents a 'must have' for all Olympic marketing researchers and practitioners because it relies on strong theoretical foundations but also because these specific and up-to-date marketing approaches and orientations are very well applied to practical Olympic cases and recent examples. The authors also provide a framework and propositions which are very useful for practitioners. Because of these two components, this book is also highly relevant for students and research students interested in the topic. Moreover, considering the theoretical bases of the framework the authors propose, it can even be extended to sport contexts involving multiple stakeholders which are probably the reality for a majority of sport organisations. Consequently, this book will be of interest of many sport marketers in particularly those interested in major sporting events such as World Cups, Asian Games or Commonwealth Games. It is well illustrated, well supported by references and examples, and is logically structured and presented. As previously mentioned, the main weakness concerns the assessment criteria regarding the cases of good marketing practice and the selection of cases which are seen to be, intentionally or unintentionally, reflective of relevant marketing approaches and programmes. However, this shortcoming does not strongly limit the contributions and the significance of the book. The second limitation concerns the tension/negotiation issue due to conflicting stakeholders' objectives which is discussed in the conclusion but could have received more attention. On a more anecdotal note, the cover of the book could have been more appealing to the readers, but after having read the book, it appears clear that the tough Olympic rights protection strategies may have prevented the authors to use attractive Olympic-related pictures.'

Guillaume Baudet, Loughborough University, UK  
About the Author  
Alain Ferrand is Professor of Marketing at the University of Poitiers, France. He is also Director of the Center for Research in Social Science and Society (MSHS), Director of the MEMOS in French and Professor on the UEFA Diploma course in Football Management. He specialises in sport marketing with a particular emphasis on branding, sponsorship and sporting events communications strategies. Jean-Loup Chappelet is Professor of Public Management at IDHEAP, the Swiss Graduate School of Public Management at the University of Lausanne. He specialises in sport management and sport policy with a particular emphasis on the organisation of Olympic Games and the governance of the Olympic System. He has written several books and many articles in these domains. Benoit Seacut is Associate Professor of Sport Management at the University of Ottawa, Canada. His research on ambush marketing, sponsorship, and Olympic marketing has been published internationally in several academic journals. He teaches Olympic marketing at the International Olympic Academy.