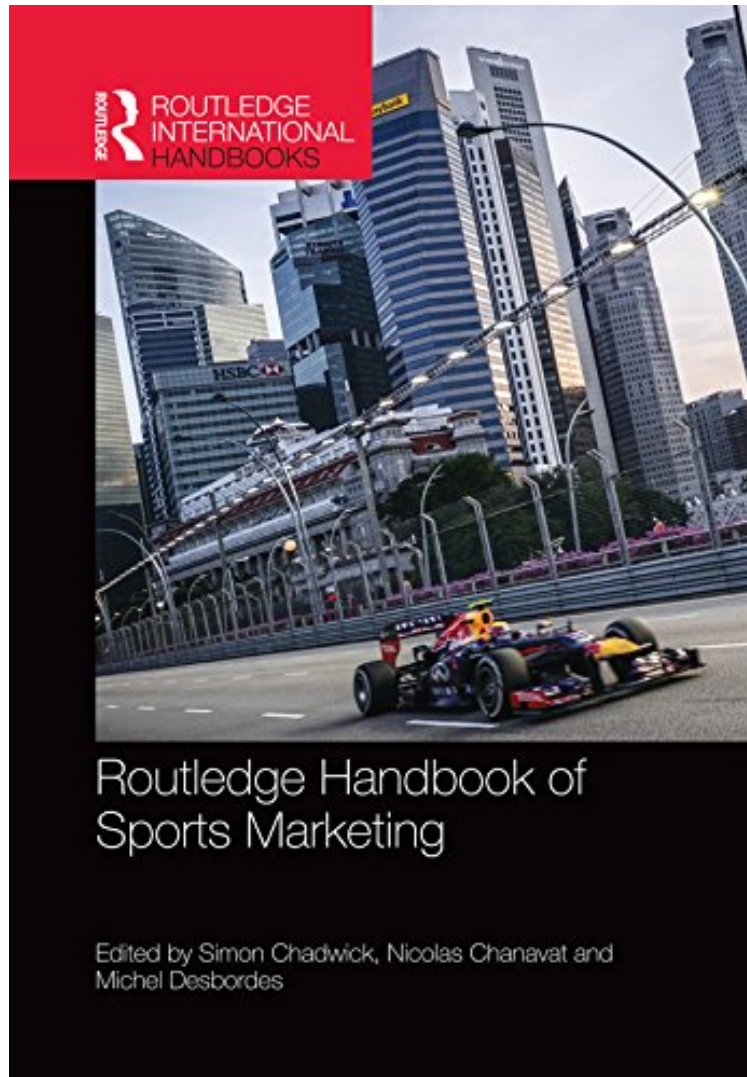


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Sports marketing has become a cornerstone of successful sports management and business, driving growth in sport organisations and widening fan-bases. Showcasing the latest thinking and research in sports marketing from around

the world, the Routledge Handbook of Sports Marketing goes further than any other book in exploring the full range of this exciting discipline. Featuring contributions from world-leading scholars and practitioners from across the globe, the book examines theories, concepts, issues and best practice across six thematic sections—brands, sponsorship, ambush marketing, fans and spectators, media, and ethics and development—and examines key topics such as: consumer behaviour, marketing communications, strategic marketing, international marketing, experiential marketing and marketing and digital media. Comprehensive and authoritative, the Routledge Handbook of Sports Marketing is an essential reference for any student or researcher working in sport marketing, sport management, sport business, sports administration or sport development, and for all practitioners looking to develop their professional knowledge.

About the Author Simon Chadwick is Chair in Sport Business Strategy and Marketing at Coventry University Business School, where he is also the founder and Director of the Centre for the International Business of Sport. He also currently serves as Consultant Research Director for Qatar's Supreme Committee for Delivery and Legacy, the body charged with organising the 2022 FIFA World Cup. Simon's research and teaching interests lie in the areas of sponsorship, sport marketing and commercial strategy in sport. Having previously worked at the Universities of London, where he was the founding Director of the Birkbeck Sport Business Centre, and the University of Leeds, where he was Programme Director for the MA in Advertising and Marketing, Simon is the founder and Editor of *Sport, Business and Management: An International Journal* and a former Editor of the *International Journal of Sports Marketing and Sponsorship*. He also recently created and edits the highly regarded academic website *The Scorecard*. Nicolas Chanavat is Senior Lecturer in Sport Marketing at the Université Paris-Saclay, France, where he has been Director of the first year of the Sport Management master's degree programme since 2010. His PhD (University of Lyon I/Loughborough University) deals with multiple sponsorship effects in a mega sporting event context. Nicolas's main research interests are focused on marketing of football and mega sporting events (sponsorship and ambush marketing, branding strategies and sport organisations marketing, fan consumption). He has published several books and numerous academic articles in this field. Nicolas worked for the French soccer club, Association Sportive de Saint-Etienne (ASSE). He was also Assistant Director and Director of the volunteers programme at the FIFA France Confederation Cup in 2003 and trainer for the volunteer instructors at the 2006 Torino Winter Olympic Games. Nicolas is administrator of the French National Olympic Academy and Director of Research Grants for the French Centre for Olympic Studies. He is also marketing and strategic consultant for the museum of the Grand Stade of Olympic Lyonnais. Michel Desbordes is a Full Professor at the Université Paris-Saclay, France, and Associate Professor at INSEEC Business School, Paris, France. He is a specialist in sports marketing with research focus on the management of sports events, sports sponsorship and marketing applied to football. He has published 23 books (with Elsevier, UK; Editorial PadoTribó and Inde Publications, Spain; Economica, Les Editions d'Organisation and PUS, France) and numerous academic articles (*International Journal of Sports Marketing and Sponsorship*; *European Sport Management Quarterly*; *International Journal of Sport Management and Marketing*, amongst others) in this field. Since January 2009, Professor Desbordes has been the Editor of the *International Journal of Sports Marketing and Sponsorship*.