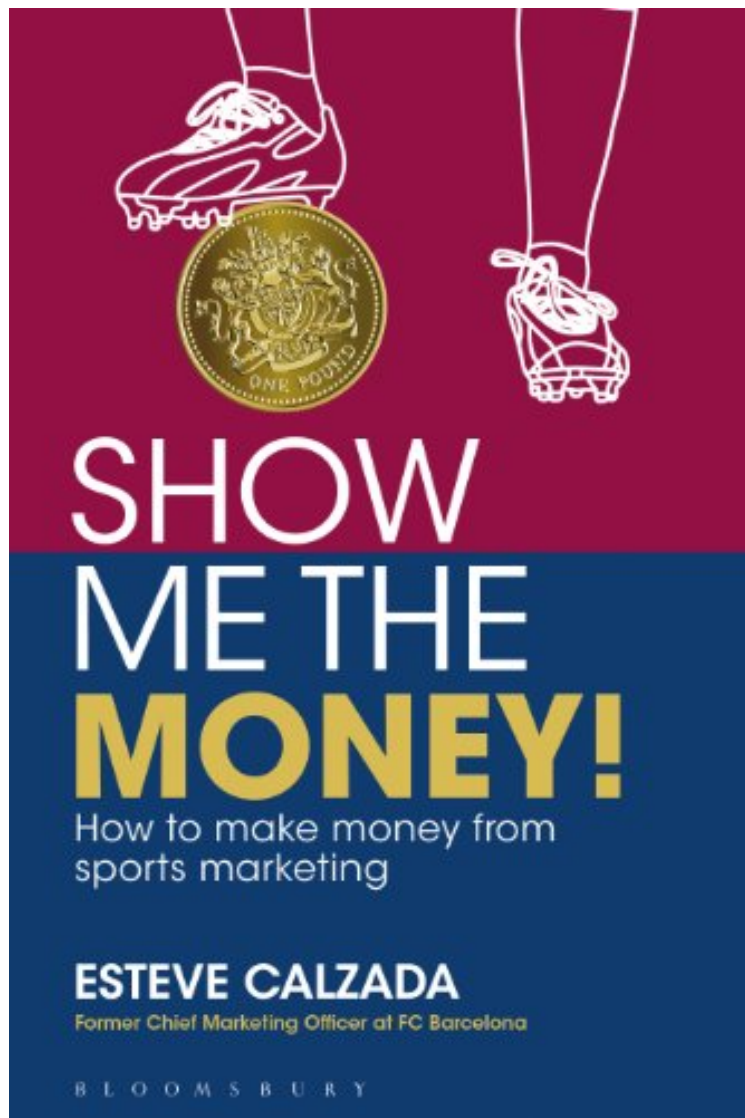


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Show Me the Money!: How to Make Money through Sports Marketing

Esteve Calzada

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2 of 2 people found the following review helpful. Amazing stuffBy Julio Laragreat info. looking forward to utilizing it! worth 2 reads actually, there is so much information here to consume. great work though.

How do football clubs make their money? How do clubs become global brands, and their stars recognised throughout the world? *Show Me The Money* is a fascinating sports marketing handbook that uses football to show how money can be made by a club, a tournament, a federation or individual athlete. Author Esteve Calzada worked as Chief Marketing and Commercial Officer of football giants FC Barcelona for over five years. During that time he made a major contribution towards the commercial transformation that saw the club increase its revenue to over 400 million euros per year. He now works as a consultant at Manchester City FC. Full of true-life examples from Barcelona FC, find out how to generate media coverage, recruit fans and generate income through the correct use of sponsors, television rights, athletes' image rights and the management of licensed products. This is a guide to sports marketing, but not a dull and dry textbook; aimed at sports marketers and sports marketing students, but fascinating to anyone interested in sport and how football clubs make their money.

About the Author Esteve Calzada is a senior advisor at Manchester City FC. As chief marketing and commercial officer at FC Barcelona, he made a major contribution towards the commercial transformation that saw the club increase its revenue from euro;120 million to over euro;400 million per year, representing a sea change in sports marketing. He is globally renowned for his insight and track record. He was one of the founders of Leo Messi Management, the company that exploits the image rights of Argentinean global football star, and is a FIFA players' agent.