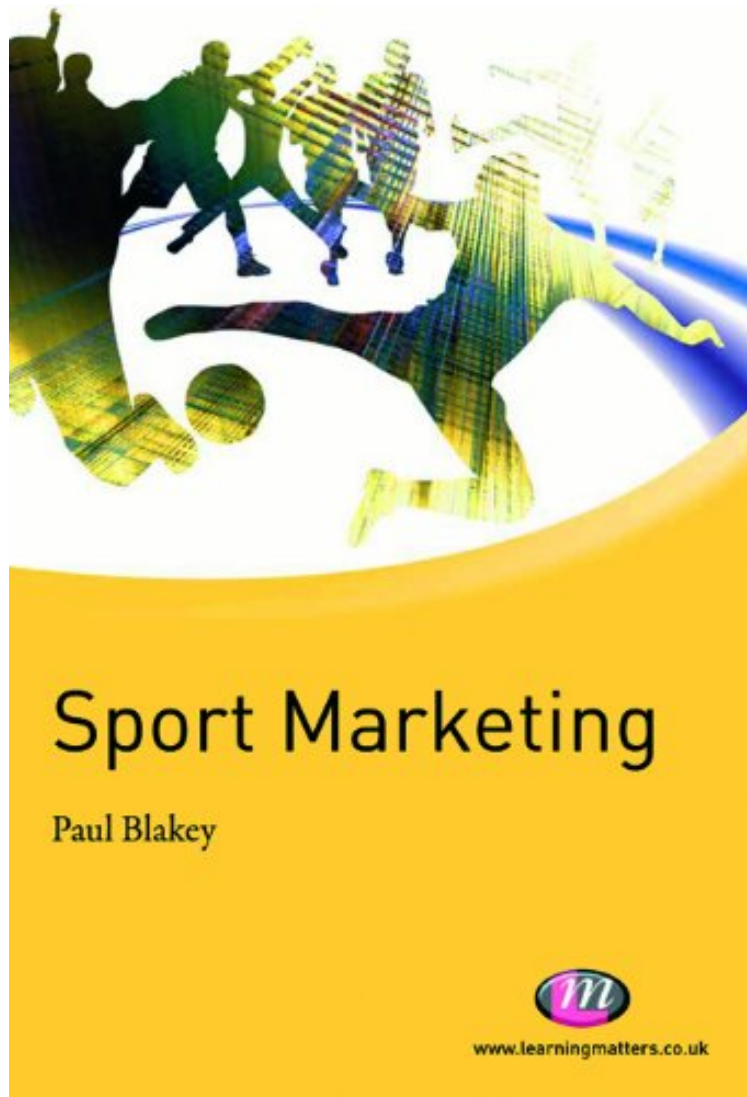


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This is a highly accessible text that provides detailed coverage of the key concepts, ideas, principles and techniques of sport marketing. It combines clear and concise explanations with applied case studies, supported by clear objectives, learning activities and points for reflection. UK-based examples are used throughout and the book successfully combines both theory and practice. The field of sport marketing is an exciting and fast-moving part of the sports

industry that presents new challenges requiring innovative and effective solutions. Engagement with sport marketing therefore equips students with valuable transferable skills necessary for all sport managers of the future.

About the Author Paul joined the Division of Sport Development, Management and Coaching at Northumbria University in September 2005 after lecturing on Sport and Leisure Management programmes at the University of Chester for the previous ten years. His PhD thesis, from the University of Manchester, focused upon the marketing of small visitor attractions in the North West of England. Prior to embarking on a career in academia, Paul was employed by several sport, leisure and hospitality companies, most notably working as an Assistant Manager with a leading private sector entertainment company. His specialist teaching and research area is marketing of Sport and Leisure, particularly the newly developed concept of 'Social Sport Marketing'. Paul has worked on collaborative, and individual, research publications, conference presentations and coordinated a nationwide consultancy project for First Leisure Corporation. He is Co-Director of the Sport Management Research Unit (SMRU) within the Department and Paul is also Programme Leader for the MSc International Sport Management.