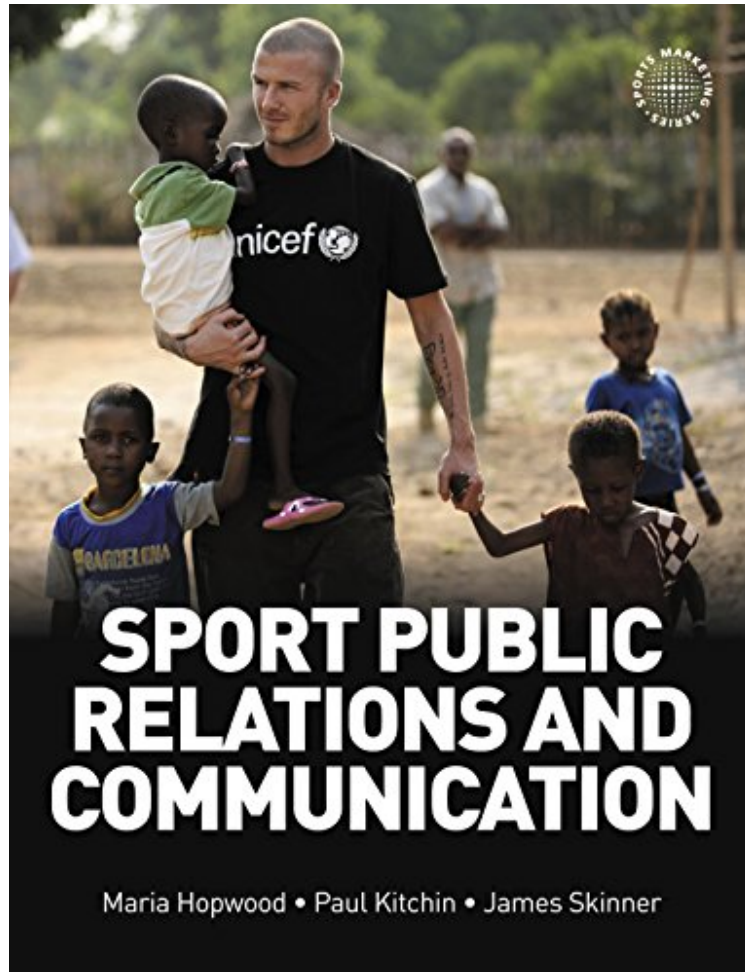


(Download free ebook) Sport Public Relations and Communication (Sports Marketing)

Sport Public Relations and Communication (Sports Marketing)

Maria Hopwood, James Skinner, Paul Kitchin
DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#1797853 in eBooks 2012-05-23 2012-05-23 File Name: B003M5HSOG | File size: 41.Mb

Maria Hopwood, James Skinner, Paul Kitchin : Sport Public Relations and Communication (Sports Marketing) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sport Public Relations and Communication (Sports Marketing):

An increasingly important element of sport business is the management of the myriad of relationships in which sport entities are involved. It is the relationship management aspect of sport which is the unique focus of this book. Sport Public Relations and Communication discusses and reformulates the principles of public relations and communications by demonstrating how they can be successfully applied in practice within a sports context. Features include: discussion customized to apply directly to sports management, thoroughly exploring the nuances of the fieldcase studies used throughout the book to illustrate the practical application of theory discussion questions to help formulate and articulate defensible arguments in relation to public relations and communications strategies, forging

strong links between theory and practice; examples used to draw from the author's extensive experience in North America, the United Kingdom, Europe and Australia and New Zealand, providing a well-rounded and global understanding of the field. This is the first book to explore public relations and communications in the sports industry in a global context. It brings together applicable strategies for the sport management or marketing student, and provides a concise guide to how public relations and communications strategies and principles can be applied to sport management and marketing issues.