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Communication

Sport Public Relations 2nd Edition: Managing Stakeholder Communication

Bringing together many of

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***the most influential scholars
in sport and media studies,
this book examines the
diverse ways that media
influences our
understanding of the
world's most important***

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sport events, dubbed sports mega-events. It sheds new light on how these events have been changed by the media, and have, in turn, adapted to media to further their brand's cultural

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***influence. Focusing on the
central concept of
"mediatization" - the
permeation of media into all
spheres of contemporary life
- the book presents original
case studies of major events***

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***including the Olympics,
FIFA, rugby and cricket
World Cups, Tour de France,
Super Bowl, World Series,
Monaco Grand Prix,
Wimbledon, and many more.
Written from a truly***

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***international perspective,
this is a seminal work in
sport and media studies that
reveals the growing
political, economic, and
cultural influences of sport
mega-events in***

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contemporary society.

***Sport, Media and Mega-
Events is an essential text
for any course on the
sociology of sport, event
management, sport
marketing, or featuring a***

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***cultural, communication or
media studies approach to
sport.***

***This is a highly accessible
text that provides detailed
coverage of the key
concepts, ideas, principles***

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***and techniques of sport
marketing. It combines clear
and concise explanations
with applied case studies,
supported by clear
objectives, learning
activities and points for***

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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

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***part of the sports industry
that presents new
challenges requiring
innovative and effective
solutions. Engagement with
sport marketing therefore
equips students with***

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***valuable transferable skills
necessary for all sport
managers of the future.***

***This book sets an agenda for
the future development of
sport marketing and raises
the profile of sport as a***

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focus for academic study.

The reader is also

encouraged to develop a

critical appreciation of this

globally valuable and

increasingly important

sector, making it an ideal

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**text for undergraduate and
postgraduate students on
sport, marketing and
general business degree
programmes. It includes 24
chapters contributed by
leading authorities from the**

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***UK, Ireland, the US, Greece,
France, New Zealand and
Australia. The chapters
address important
developments including
sponsorship and
endorsements, branding, fan***

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***behaviour, merchandising,
ticketing and the
globalization of sport. It has
over 60 international case
studies. Learning outcomes,
case study questions and
recommended further***

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**reading all enhance
students' learning and
development.**

**From the Preface: "Not
surprisingly, companies of
all sizes are using social
media as part of their**

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marketing and public relations efforts. The growth of the social media phenomenon and constant advances in technology obviously create unique and powerful opportunities for

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those able to capitalize on them. The question is how best to do so? Social Media in Sport Marketing has been created to help answer this question as it pertains to sport organizations."

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Written from the perspective of sport professionals, this brief but thorough text explores the concepts, tools, and issues surrounding social media and marketing, with reader-

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friendly examples and applications specifically from the world of sports. The authors connect industry-specific content with current trends in social media and provide readers

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Communication*
**with a balance between
theory and experience.**

**Instructors and students can
use the book as a primary
resource for teaching and
learning about traditional
sport marketing/public**

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Communication*
**relations principles as they
relate to social media.**

**Instructors will appreciate
the inclusion of case
studies, which can be used
to generate discussions;
students will benefit from**

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the numerous examples. The book can also serve as a guidebook for those who want to put ideas into action immediately. The experienced author team includes a sport marketing

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***professor as well as
practitioners involved in
social media project
management and
development.***

***Competencies and Practice
Sports Publicity***

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Communication
***Social Media and Sports
Sport, Media and Mega-
Events***

Sports Public Relations

New media technologies
have become a central part
of the sports media

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landscape. Sports fans use new media to watch games, discuss sports transactions, form fan-based communities, and secure minutiae about their favorite players and

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teams. Never before have fans known so much about athletes, whether that happens via Twitter feeds, fan sites, or blogs, and never before have the lines between producer,

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consumer, enactor, fan and athlete been more blurred. The Internet has made virtually everything available for sports media consumption; it has also made understanding sports

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media substantially more
complex. The Routledge

Handbook of Sport and New
Media is the most
comprehensive and in-depth
study of the impact of new
media in sport ever to be

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published. Adopting a broad, interdisciplinary approach, the book explores new media in sport as a cultural, social, commercial, economic, and

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technological phenomenon,
examining the profound
impact of digital
technologies on that the
way that sport is
produced, consumed and
understood. There is no

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aspect of social life or commercial activity in general that is not being radically influenced by the rise of new media forms, and by offering a "state of the field"

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survey of work in this
area, the Routledge
Handbook of Sport and New
Media is important reading
for any advanced student,
researcher or practitioner
with an interest in sports

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Communication
studies, media studies or
communication studies.

In recent years the model
of sport media
communication has changed
drastically, and it
continues to evolve

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seemingly daily. The bywords of media communication are interconnectivity, interactivity, and mobility. This 4th Edition provides readers

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information on the current trends and emerging areas in the field of sport communication from technology to social media to how the global outreach of sport has affected the

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sports media profession.

While the fourth edition rightly goes into emerging areas of the field, it also retains the focus of the first three editions, specifically on the basics

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and principles of sports media that remain its foundations. Any student interested in a career in sports media has to know certain essentials -- how to interview, how to

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effectively create and distribute content, and how to deal with communications problems that will invariably arise. All of these subjects and more are

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addressed, as are more specialised topics such as those dealing with event management, publicity campaigns, and ethics. Effective marketing is essential for any

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successful sport organization, from elite international teams to local leagues. Now in a fully revised and updated third edition, *Advanced Theory and Practice in*

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Communication

Sport Marketing is still

the only text to introduce
key theory and best
practice at an advanced
level. This new edition
goes beyond the
introductory marketing

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course by exploring advanced marketing theories related to social responsibility, global issues, information systems, consumer behavior, product

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management, logistics, sales, promotions, and social/digital/mobile media. New to the edition are sections on branding, destination marketing, and performance evaluation

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that demonstrate how to measure impacts through sport marketing and how to use analytics to determine sport marketing success. Every chapter contains extended case studies and

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theory-to-practice
insights from marketing
professionals around the
world and a companion
website includes an
impressive array of
additional teaching and

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Communication

learning resources.

Advanced Theory and
Practice in Sport

Marketing goes further
than any other textbook to
prepare students for the
real world of sport

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Managing Stakeholder Communication
marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business.

Any sports marketing

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student or prospective sports marketer has to understand in detail genuine industry trends and be able to recognise solutions to real-world scenarios. Sports

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Marketing: A Practical
Communication

Approach is the first
textbook to offer a
comprehensive, engaging
and practice-focused
bridge between academic
theory and real-life,

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industry-based research and practice. Defining the primary role of the sports marketer as revenue generation, the book is structured around the three main channels

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through which this can be achieved — ticket sales, media and sponsorship — and explores key topics such as: Sports markets and business markets (b2b) Fan development Brand

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management Media
audiences, rights and
revenue Live sports events
Sponsorship Merchandise
and retail Integrating
real industry-generated
research into every

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chapter, the book also includes profiles of

leading industry executives and guidance for developing and preparing for a career in sports marketing. It goes

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further than any other sports marketing textbook in surveying the international sports market, including international cases and detailed profiles of

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international consumer and
business markets
throughout. A companion
website offers multiple
choice questions for
students, editable short
answer and essay

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questions, and lecture slides for instructors. No other textbook offers such a relevant, practice-focused overview of contemporary sports marketing. It is the ideal

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companion to any sports
marketing course.

Advanced Theory and
Practice in Sport
Marketing
Public Relations
Sport Public Relations and

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Communication

You Make the Call

Managing Stakeholder
Communication

**From issues of racism to the
severity of concussions to
celebrity endorsements, the**

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sports industry continues to significantly impact society. With the rise of eSports and its projection as the next billion dollar industry, it is vital that a multifaceted approach to sports research be

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**undertaken. On one side,
businesses are continually
offering new methods for
marketing and branding and
finding the best ways to
enhance consumer
engagement and the**

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consumer experience. On the other side, there has been progress and new findings in the physical fitness and training of the athletes themselves along with discussions on their

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psychology and wellbeing.

**This two-tiered approach to
analyzing sports and eSports
from a practical business
perspective, along with a lens
placed on the athletes
themselves, provides a**

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**comprehensive view of the
current advancements,
technologies, and strategies
within various aspects of the
sports and esports industry.
Research Anthology on
Business Strategies, Health**

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**Factors, and Ethical
Implications in Sports and
eSports covers the latest
findings on all factors of
sports: the branding and
marketing of sports and
eSports, studies on athletes**

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and consumers, a dive into the ethics of sports, and the introduction of eSports to the industry. This wide coverage of all fields of research recently conducted leads this book to be a well-rounded

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**view of how sports are
functioning in modern times.
Highlighted topics include
branding tactics, consumer
engagement, eSports history
and technologies, ethics and
law, and psychological studies**

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**of athlete wellness. This book
is ideal for sports managers,
athletes, trainers, marketers,
brand managers, advertisers,
practitioners, stakeholders,
researchers, academicians,
and students interested**

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**working in the fields of sports
medicine, law, physical
education, assistive
technologies, marketing,
consumer behavior, and
psychology.**

Authors Coombs and Harker

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**provide step-by-step guidance
on how the strategic
communication process—an
integration of marketing
communication, public
relations, and advertising—can
be applied to sports**

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**communication for individual
athletes, teams, and leagues.**

**The book is founded on the
premise that the strategic
communication process in
sport communication is
grounded in understanding the**

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**fans and sources of revenue.
Looking at sports globally, it
offers readers the traditional
multi-step, linear approach to
strategic communication
message development along
with the transmedia narrative**

transportation method, a non-linear approach that centers on narratives to engage target audiences and urge them to contribute their own material to messaging. With case studies and practical

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examples, it also highlights additional issues such as race and gender, social media, ethics, and athlete health. It is an ideal text for undergraduate and graduate courses in public relations or strategic

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**communication and sport
communication. An online
instructor's manual
accompanies the text,
including lecture slides; a
sample strategic sports
communication plan; a test**

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**bank; links to key web sites
that discuss sports and sports
communication concerns;
links to case studies with
class discussion prompts;
sample assignments; a sample
course syllabus; and**

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**suggestions for further
reading.**

**Sport Public Relations, Third
Edition With HKPropel Access,
offers a comprehensive
examination of the value and
practice of public relations in**

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Relations 2nd Edition:

Managing Stakeholder
Communication

**sport. Extensively updated
and substantially reorganized,
this third edition reflects the
evolution of the field with
modern applications across a
wide range of media channels.
The book's topics align with**

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**the Common Professional
Component topics outlined by
the Commission on Sport
Management Accreditation
(COSMA). The author team
brings together significant
professional and educational**

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backgrounds in sport public relations to offer an engaging look at the full range of public relations functions. Readers will learn the importance of consistent brand communication and how to

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manage organizational relationships, both internal and external, to attain key strategic goals. The thorough coverage of the field is built around three common themes: Public relations is a

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**managerial function focused
on advancing the brand and
engaging key stakeholders.
The communications
environment is continuously
evolving. Community
relations, employee relations,**

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**and donor relations are as
critical as media relations
within the sport industry.
Woven throughout these
themes are public relations
theories applied in sport-
specific contexts to help**

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**students further understand
the complexity of the sport
communication ecosystem.
Throughout the book, there is
guidance for practical
application, including samples
of public relations materials**

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**such as news releases and
employee newsletters. Be
Your Own Media sidebars
highlight how sport
organizations are proactively
telling their stories across
various media platforms. New**

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**to this edition, case studies
and discussion questions
serve as a foundation for
additional learning. Other
updates include the following:
Discussion of engaging key
publics through social media**

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and other forms of digital media—such as blogs, podcasts, virtual fan communities, and video—as well as approaches to developing content, metrics for measuring success, and

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**skills for managing media in
sport An examination of
customer experience (CX) and
how to enhance those
relationships by defining
customer touch points and
mapping the customer journey**

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Considerations for social media usage during crisis communication, with modern examples of effective and ineffective ways prominent sport entities have managed recent crises Also new to the

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**third edition are related online
learning aids delivered
through HKPropel and
designed to generate
discussion and highlight the
opportunities and challenges
that exist in sport public**

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relations. Commentary on current topics is accompanied by links to associated content, discussion questions, and applied learning activities to promote engaged student learning. A live Twitter feed for

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**specific hashtags within
HKPropel ensures regular
updates. With Sport Public
Relations, Third Edition,
students will better
understand the various
demands of the field and learn**

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**to successfully and
proactively develop consistent
communication and stronger
relationships between sport
organizations and their key
publics. Note: A code for
accessing HKPropel is not**

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**included with this ebook but
may be purchased separately.
Provides a framework for
understanding the connection
between the informational and
commercial sides of sports
information management. Part**

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I addresses the working relationships between journalists and sport organisations as they have evolved over the years. Part II defines the various roles of sports information specialists

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along with their duties in disseminating information. It provides practical guidelines on everything from writing press releases to preparing media guides to organising events such as news

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**conferences and media days.
Part III addresses the
responsibilities of sports
information professionals:
How to organise and manage
game coverage what to do to
promote special events**

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**ranging from awards banquets
to tournaments and how to
develop publicity campaigns.
Part IV confronts the ethics of
these formalised working
relationships and the ideology
they perpetuate. "Media**

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**Relations in Sport" is for
students in sport management
as well as students in
journalism public relations or
communications. Each
chapter contains a glossary of
terms discussion questions**

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**suggested exercises role
playing activities and
extensive notes.**

**Theory and Application
Sport Public Relations and
Communication: Evolution and
Variations of Sport Facilities ;**

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Relations 2nd Edition:

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**History of Sport Facilities ;
Types of Sport Facilities.**

**PART II: Pre-Management and
Pre-Operations Issues ;
Ownership Structures ;
Financing ; Planning, Design,
and Construction Processes.**

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**PART III: Implementation of
Management and Operations ;
Organizational Management ;
Human Resource Management
; Operating Procedures ; Legal
Responsibilities. PART IV:
Management and Operations**

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**in Action ; Facility Ancillaries ;
Facility Marketing ; Event
Planning ; Risk Management ;
Security Planning
Sport Promotion and Sales
Management
Strategic Sport**

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Communication, 2E
**Routledge Handbook of Sport
Communication**

The Routledge Handbook of
Sport Communication is the
only book to offer a fully
comprehensive and in-depth

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survey of the contemporary
discipline of sport
communication. It explores
communication within,
through, and for sport in
all its theoretical,
conceptual, cultural,
behavioral, practical and

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managerial aspects, tracing
the contours of this
expansive, transdisciplinary
and international discipline
and demonstrating that there
are few aspects of
contemporary sport that
don't rely on effective

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communications. Including contributions from leading sport media and communications scholars and professionals from around the world, the book examines emerging (new and social) media, traditional (print,

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broadcast and screen) media,
sociological themes in
communication in sport, and
management issues, at every
level, from the
interpersonal to
communication within and
between sport organisations

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and global institutions.

Taking stock of current
research, new ideas and key
issues, this book is an
essential reference for any
advanced student, researcher
or practitioner with an
interest in sport

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communication, sport
business, sport management,
sport marketing,
communication theory,
journalism, or media
studies.

Highly practical and
engaging, Sports Marketing

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equips students with the skills, techniques, and tools they need to be successful marketers in any sporting environment. The book combines scholarly theory with the perspectives of those who have been

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actively involved in the sports business. A worldwide range of examples from all levels of sports, as well as insider expertise, strongly ties classroom learning to real-world practice, and assures students that the

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theory is relevant. New
material includes: •

Expanded coverage of
marketing analytics and the
use of market-driven tactics
showing students how to
strengthen customer
relationships and maximize

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profits • Greater attention to the impact of new technologies on customer relationships, such as social media, content marketing, ticketing strategies, and eSports, ensuring students are

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exposed to the latest
advancements in marketing
for sports • A stronger
global focus throughout the
book, including several new
cases from outside the U.S.,
as well as coverage of
international sporting

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organizations, such as FIFA
and the ever popular English
Premier League • Six new
"You Make the Call" short
cases to offer opportunities
for analysis and decision
making in sectors of sports
marketing including sports

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media, experiential events,
and eSports These popular
"You Make the Call" cases
and review questions
stimulate lively classroom
discussion, while chapter
summaries and a glossary
further support learning.

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Sports Marketing will give students of sports marketing and management a firm grasp of the ins and outs of working in sports.

"The text provides students and professionals with an understanding of all aspects

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of sport public relations,
framing its discussion in
terms of a managerial and
proactive approach to PR"--
The growing complexity and
importance of sports and
event marketing has pushed
scholars and practitioners

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to apply sophisticated marketing thinking and applications to these topics. This book deals with the professional development in the sense that sports marketing can be viewed as an application of consumer

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behavior research. Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of: influencing behaviors in society and sports; building relationships with consumers

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through sports and events;
and providing services to
consumers through sport and
event sponsorships. This
book, by a superb group of
authors, includes
comprehensive reviews,
innovative conceptual

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pieces, empirical research
and rigorous attention to
data.

The Influence of Social
Media on Relationships and
Branding

Consumer Behavior Knowledge
for Effective Sports and

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Event Marketing
Communication

Strategic Sport Marketing

Strategic Sport

Communication

Concepts, Cases and

Conversations

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*As sport media
communication has become
intertwined with the
frenetic pace of
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*have become global
interconnectivity and
versatility. Media
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intersection and
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*sports media must possess
a distinct set of
essential skillshow to
interview, how to
effectively create and
distribute content, and
how to deal with*

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for remaining ahead of the
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strategy are essential for*

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*all sport organizations.
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working in sport must have
a clear understanding of
how the media works, as
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skills to manage the*

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sport media industry with
a clear and
straightforward guide to
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that exist between key
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management are negotiated in
a wide array of contexts,
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*perspectives that offer a
robust advancement of issues
relating to reputation,
sport, and modern society.
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play a huge role in the day-
to-day operations of sport
teams and organizations.*

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*chapters of the text
assemble the building blocks
from previous chapters into
practical application,
covering brand management
strategies and overall
social media presence from
the perspective of a member*

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*of the sports media, a
representative of a team or
league, or an individual
athlete. A related web
resource, reviewed annually
to stay current with
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social networks and their technological elements, plus best practices, tips, and tricks for utilizing a variety of social media platforms. It also examines content methodologies, including podcasting, live

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video, and prerecorded video, and it discusses the use of social management software. Markers throughout the text refer students to the web resource when additional related content is available. Learning aids

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sidebars containing
interviews with industry
insiders; these real-world
examples and professional
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content. Key Points highlight important points, end-of-chapter review questions promote practical application and ensure content comprehension, and bolded key terms are defined in an easy-to-reference

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glossary. Social Media and Sports offers a practical approach to understanding social media communications in the sports industry, with application extending to those working in journalism, public relations,

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*broadcasting, advertising,
and other sport business
careers where knowledge of
effective social media usage
will maximize career
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*exploring the nuances of the
field case studies used
throughout the book to
illustrate the practical
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defensible arguments in*

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*relation to public relations
and communications
strategies, forging strong
links between theory and
practice examples used to
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*can be applied to sport
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issues.*

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interdisciplinary research
and mixed methods to
investigate the extent to
which Twitter is a useful*

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*tool for enhancing the
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businesses but it is also entertainment, celebrity, fandom and social cohesion, forming a central aspect of culture and communication. Public relations is part of the process at all levels, whether handling major sponsorship and media rights deals, events, promoting stars or

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explains how PR issues arise for sport
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approaches and thinking may be used
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the sports industry needs PR experts •
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predecessors, draw from their modern experience in the field to add a fresh perspective to this essential text. They bring the sport industry directly to the reader through extensive industry examples, interviews of top sports executives, challenging case studies,

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and global perspectives from teams, leagues, and other agencies around the world. Reflecting the evolving landscape of sport marketing, the text will prepare students to stay on the leading edge with the following updates: A focus on current and

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and new strategies for the mobile age

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compare strategies found on sport organization websites and other online locations. In addition, chapter objectives, an opening scenario, sidebars highlighting key concepts, and Wrap-Up, Activities, and Your Marketing Plan sections at the ends of

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