



Advanced Theory and Practice in Sport Marketing

By Eric Schwarz, Jason Hunter

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Advanced Theory and Practice in Sport Marketing is the first book to address this increasingly popular subject at an advanced level. Where existing sport marketing texts restate concepts learned at an introductory marketing level, this book goes beyond, by expanding the knowledge of the student with advanced marketing theory which is specifically related to the crucial areas in sport marketing.

Advanced Theory and Practice in Sport Marketing is vital reading for any sport marketing student wishing to progress their knowledge and take their understanding of the industry to the next level.

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Advanced Theory and Practice in Sport Marketing By Eric Schwarz, Jason Hunter Bibliography

- Sales Rank: #2878827 in Books
- Brand: Brand: Routledge
- Published on: 2011-07-13
- Original language: English
- Number of items: 1
- Dimensions: .92" h x 7.05" w x 9.90" l, 2.22 pounds
- Binding: Paperback
- 480 pages

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