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Leveraging Brands in Sport Business

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This edited text compiles advanced material relating to strategy and marketing in the field of sports business. Featuring contributions from experts across the sports business field, the book approaches strategy from the standpoint of managing and marketing a brand. With integrated current-day examples highlighting practices and issues, as well as ‘real-world’ applied video cases, this book is ideal for marketing students and sports business practitioners looking to gain strategic insights into the industry.

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