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In J. Parks & J. Quarterman (Eds), Contemporary Sport management (2nd edition). Champaign, IL: Human Kinetics. Sports marketing: A strategic perspective.

[http://www.academia.edu/169299/Four\\_Domains\\_of\\_Sports\\_Marketing\\_A\\_Conceptual\\_Framework](http://www.academia.edu/169299/Four_Domains_of_Sports_Marketing_A_Conceptual_Framework)

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Journal of Sport Management Lesley\* and Shilbury, David (2004) Sports Quick, Shayne and Westerbeek, Hans (eds), Strategic sport marketing, pp

[http://www.deakin.edu.au/research/admin/pubs/reports/database/dynamic/output/person/person.php?person\\_code=ferkile](http://www.deakin.edu.au/research/admin/pubs/reports/database/dynamic/output/person/person.php?person_code=ferkile)

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