

# Strategic Sport Marketing (Sport Management Series) By David Shilbury

By David Shilbury

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[http://en.wikipedia.org/wiki/Sports\\_marketing](http://en.wikipedia.org/wiki/Sports_marketing)

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<http://www.sponpress.com/books/details/9781138803848/>

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from strategic sport marketing and management and David Shilbury), Journal of sport management on sports: Economic, management, marketing

[http://works.bepress.com/shayne\\_quick/](http://works.bepress.com/shayne_quick/)

## **Daniel Funk | Temple University | Text Books & -**

Daniel Funk, Temple University, David Shilbury, Strategic Sport Marketing (3rd Edition), Allen & Unwin, Crows Nest, NSW

<http://temple.academia.edu/DanielFunk/Text-Books-&-Chapters>

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<http://au.linkedin.com/pub/peter-hanlon/27/41b/288>

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Sports Marketing: A Strategic where he serves as the undergraduate coordinator of Sport Administration and graduate coordinator of Sport & Recreation Management.

<http://www.amazon.com/Sports-Marketing-Strategic-Perspective-5th/dp/1138015962>

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**Strategic Sport Marketing Management Strategic -**

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<http://www.slideshare.net/Jack78/strategic-sport-marketing-management-strategic-sport>

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