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May 30, 2010 Strategic Sport Marketing Management Transcript of "Strategic Sport Marketing Management Strategic Sport " 1.

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

Publications Collection -

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

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