

Strategic Sport Marketing (Sport Management Series) By David Shilbury

By David Shilbury

Sports marketing - Wikipedia, the free encyclopedia -

Management; Dominance; Marketing operations; Social Sport marketing is a subdivision of marketing which focuses both on the promotion of sports events and

http://en.wikipedia.org/wiki/Sports_marketing

Four Domains of Sports Marketing: A Conceptual -

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

ISBN: 9781865089188 - Strategic Sport Marketing - -

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Routledge Handbook of Theory in Sport Management -

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

Publications Collection -

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

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<https://www.linkedin.com/pub/andrew-crowley/5a/393/829>

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Strategic Sport Marketing (David Shilbury) at Booksamillion.com. A fully revised edition of this widely used introduction to sport marketing by leading educators.

<http://www.booksamillion.com/p/Strategic-Sport-Marketing/David-Shilbury/Q4235125>

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<https://www.questia.com/library/economics-and-business/business/marketing/sports-marketing>

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Title Strategic management Author(s) Shilbury, David: Title of book Encyclopedia of sports management and marketing

http://dro.deakin.edu.au/view/DU:30040148?print_friendly=true

Strategic Management : SAGE Knowledge -

Strategic Management David Shilbury. In the world of professional sport, strategic management has become an distinguishes strategic management from strategic

<http://knowledge.sagepub.com/view/sportsmanagementmarketing/n738.xml>

Shayne Quick | Sport and consumer behaviour, -

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

http://works.bepress.com/shayne_quick/

Strategic Sport Marketing - 2nd Edition by David -

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Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports Sports Event Management and

<http://www.amazon.com/Strategic-Sports-Event-Management-Third/dp/0415532795>

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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"Using grounded theory in sport management -

Kalliopi Sotiriadou and David Shilbury. "Using grounded theory in sport management research"

International journal of sports management and marketing, 8 (3),

http://epublications.bond.edu.au/era_2012/92/

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