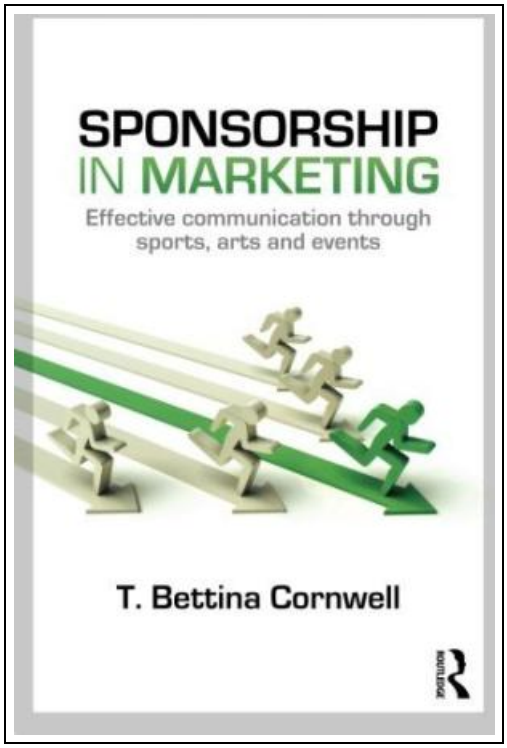
Sponsorship in Marketing: Effective Communication through Sports, Arts and Events



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It is an amazing publication which i actually have at any time go through. It really is writter in easy words and phrases rather than hard to understand. Its been developed in an extremely easy way which is merely following i finished reading through this pdf in which actually changed me, affect the way i think.

(Garry Lind)

SPONSORSHIP IN MARKETING: EFFECTIVE COMMUNICATION THROUGH SPORTS, ARTS AND EVENTS

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Taylor Francis Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 230 x 156 mm. Language: English . Brand New Book. Sponsorship of sports, arts or events can be a powerful form of marketing communication for businesses and organizations. This book introduces the fundamentals of sponsorship-linked marketing, helping the reader to understand how sponsorship can be planned, executed and measured. Drawing on original research, and exploring key theory, best practice and cutting-edge issues, this is also the only book to fully explain how the sponsor can implement successful sponsorship campaigns and achieve their communication objectives. The book covers every important conceptual and functional area of sponsorship in marketing communications, including: * audiences, strategies and objectives * leveraging and activation * building sponsorship portfolios * measurement and evaluation * ambush marketing * managing relationships * internal audiences * public policy and legal issues Every chapter includes case studies, examples and data from real organizations, business, campaigns and events, vividly illustrating the link between fundamental principles and effective practice. No other book provides such a comprehensive, evidence-based introduction to sponsorship, demonstrating how organizations can connect brands to real life. This is essential reading for all students and practitioners working in sport marketing, sport business, events marketing, arts administration, business communication or marketing management.

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