



The Ultimate Guide to Sports Marketing

Stedman Graham, Lisa Neirotti, Joe Goldblatt

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Sports marketing is heralded as one of the most prestigious, exciting, and popular fields in contemporary marketing. The number of related programs in colleges and universities has exploded, and companies tied with sports marketing handle thousands of avid career hopefuls each year. The Ultimate Guide to Sports Marketing is the first book to go behind the scenes and outline a strategic, integrated approach to effective and innovative sports marketing. Completely revised and repackaged to provide detailed strategies on entering the sports marketing field, acquiring funding, managing event logistics and more, this comprehensive guide covers a wide range of topics including: - Use of the Internet as a sports marketing tool - Negotiations and contracts with sponsors and suppliers - Specifics of licensing deals

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