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As a result, "Fundamentals of Sport Marketing" is the most current, contemporary, and indispensable book on sport marketing that is available. To supplement the rich information in the textbook, case studies written about current topics relevant to each chapter have been added to this edition. In addition, the appendices contain directories of sport businesses, associations, trade publications, and academic journals; abstracts from recent research in sport marketing; and several examples of ...

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Fundamentals of Sport Marketing | FiT Publishing

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