

**Sports Marketing**  
**A Strategic Perspective**  
**SIXTH EDITION**

**Matthew D. Shank and Mark R. Lyberger**



# Sports Marketing A Strategic Perspective

**Melissa Jane Johnson Morgan, Jane  
Summers**



## **Sports Marketing A Strategic Perspective:**

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**Strategic Sports Marketing - the Impact of Sport Advertising Upon Consumers**

Christian Berger, 2008 Doctoral Thesis Dissertation from the year 2008 in the subject Sport Sport Economics Sport Management grade 2.0 Cardiff University course International Business Management language English abstract The study was based on the subject that is of great interest of the author and therefore attempted to illustrate an evaluation of the impact of Adidas advertising upon purchase decisions of consumers nowadays To enable the author to provide an evaluation of Adidas marketing strategies the present importance of marketing and modern challenges of advertising decisions were determined as fundamentals of a global brand based on review of relevant literature Furthermore an investigation of the strengths weaknesses opportunities and threats SWOT related to companies in the sports industry was conducted Moreover the benefits of a global brand were illustrated This examination was mainly based on marketing specialised literature linked with selected examples of Adidas as no representative of the Adidas company was found to be interviewed On the one hand it was found that Adidas historically grown passion for sports in order to provide athletes with the best possible equipment positively contributes to improve brand awareness and brand image On the other it was found that the identified weaknesses reduce the effectiveness of global operations in order to improve consumer satisfaction throughout the world The research concluded that although the strategic marketing operations of the Adidas company can be reduced by weaknesses and threats the advertising decisions represent a promising source of enhancing the brand image

*Sport Marketing Across the Spectrum* Sport Marketing Association. Conference, Jeffrey Dalton James, Sport Marketing Association, 2007

**International Sport Management** Eric W. MacIntosh, Gonzalo Bravo, Ming Li, 2019 International

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Ennis, 2020-11-14 Sports are big business Most companies want to expand into global markets enhance their brand and understand varying market conditions This textbook supports sports marketing students as they learn about the challenges and opportunities that are specific to the global sports industry Written from the perspective of different stakeholders in the sports sector such as fans sports entity holders clubs sponsors and the sports media it offers a holistic view of this evolving and ever changing industry Taking a truly global approach this textbook helps students understand the current issues facing sports marketing professionals and is relevant across all regions of the world Drawing on the author's years of industry and teaching experience it blends theory and practice with case studies including the International Olympic Committee and FIFA Crucially the book provides comprehensive coverage of hot topics such as sports governance digital marketing and the globalization of the sports product Written in an accessible style and accompanied by a full suite of online resources this textbook is ideal for anyone looking to excel as a sports marketer or progress within the wider sports industry It is a valuable resource for Sports Marketing courses at undergraduate postgraduate and MBA levels

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In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing in short supply of extraordinary. Within the captivating pages of **Sports Marketing A Strategic Perspective** a literary masterpiece penned by a renowned author, readers embark on a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting effect on the hearts and minds of those who partake in its reading experience.

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