



## Sports Marketing: A Strategic Perspective, 5th edition

By Matthew D. Shank, Mark R. Lyberger



**Sports Marketing: A Strategic Perspective, 5th edition** By Matthew D. Shank, Mark R. Lyberger

Now in a fully revised and updated 5<sup>th</sup> edition, *Sports Marketing: A Strategic Perspective* is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control.

Covering all the key topics in the sports marketing curriculum, including consumer behavior, market research, promotions, products, pricing, sponsorship, business ethics, technology and e-marketing, the book introduces core theory and concepts, explains best practice, and surveys the rapidly-changing, international sports business environment. Every chapter contains extensive real-world case studies and biographies of key industry figures and challenging review exercises which encourage the reader to reflect critically on their own knowledge and professional practice. The book's companion website offers additional resources for instructors and students, including an instructors' guide, test bank, presentation slides and useful weblinks.

Sports Marketing: A Strategic Perspective is an essential foundation for any sports marketing or sports business course, and an invaluable reference for any sports marketing practitioner looking to improve their professional practice.

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#### Review

"This book equips communication professionals with a valuable yet cost-efficient resource that blends theoretical and pragmatic principles....communication professionals should consider sport marketing an important segment of their reading repertoire. This fifth edition of *Sports Marketing: A Strategic Perspective* is an excellent starting point." - Mark Moore (2015) *International Journal of Sports Communication*, 8, 389-392.

#### About the Author

**Matthew D. Shank** is a Professor of Marketing and took office in July 2011 as the President of Marymount University in Arlington, Virginia, USA. Prior to Marymount, he served as Dean of the University of Dayton School of Business Administration. His teaching and research interests include consumer behavior, marketing research and sports marketing and he recently served as editor of *Sport Marketing Quarterly*

**Mark R. Lyberger** is an Associate Professor at Kent State University, USA, where he serves as the undergraduate coordinator of Sport Administration and graduate coordinator of Sport & Recreation Management. His research interests have focused on consumer consumption behavior, sponsorship, marketing, marketing analytics, and leadership. He currently serves as the editor of *The Journal of Sport*

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