Our Tough Mudder 2013 Journey

Sport Consumer BehaviourEvents Marketing ManagementEndurance RunningSport ManagementThe Michigan JournalThe Times Index Kostas Alexandris Ivna Reic William Bridel Russell Hoye
Sport Consumer Behaviour Events Marketing Management Endurance Running Sport Management The Michigan Journal The Times Index *Kostas Alexandris Ivna Reic William Bridel Russell Hoye*

all successful marketing strategies in sport or events must take into account the complex behaviour of consumers this book offers a complete introduction to consumer behaviour in sport and events combining theory and cutting edge research with practical guidance and advice to enable students and industry professionals to become more effective practitioners written by three of the world s leading sports marketing academics it covers a wide range of areas including social media and digital marketing the segmentation of the sport consumer market service quality and customer satisfaction sport consumer personalities and attitudes the external and environmental factors that influence sport consumer behaviour these chapters are followed by a selection of international case studies on topics such as female sport fans college sports marathons and community engagement the book s companion website also provides additional resources exclusively for instructors and students including test banks slides and useful web links as the only up to date textbook to focus on consumer behaviour in sport and events sport consumer behaviour marketing strategies offers a truly global perspective on this rapidly growing subject this book is an invaluable resource for anyone involved in the sport and events industries from students and academics to professional marketers

this textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events in order to market events effectively it is vital to consider marketing of events from the organiser s perspective and to link it to that of the consumers attending events as such this is the first book on the topic which reflects the unique characteristics of marketing in the events industry by exploring both sides of the marketing coin the supply and the demand in the specific context of events the book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events the use of technology importance of sponsorship and pr are also considered international case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book spur critical thinking and further students knowledge this accessible and comprehensive account of events marketing and management is essential reading for all students and future managers

running is a fundamental human activity and holds an important place in popular culture in recent decades it has exploded in popularity as a leisure pursuit with marathons

and endurance challenges exerting a strong fascination endurance running is the first collection of original qualitative research to examine distance running through a socio cultural lens with a general objective of understanding the concept and meaning of endurance historically and in contemporary times adopting diverse theoretical and methodological approaches to explore topics such as historical conceptualizations of endurance lived experiences of endurance running and the meaning of endurance in individual lives the book reveals how the biological historical psychological and sociological converge to form contextually specific ideas about endurance running and runners endurance running is an essential book for anybody researching across the entire spectrum of endurance sports and fascinating reading for anybody working in the sociology of sport or the body cultural studies or behavioural science

now available in a fully revised and updated fifth edition sport management principles and applications tells you everything you need to know about the contemporary sport industry covering both the professional and nonprofit sectors and with more international material than any other introductory sport management textbook it focuses on core management principles and their application in a sporting context highlighting the unique challenges of a career in sport management the book contains useful features throughout including conceptual overviews guides to further reading links to important websites study questions and up to date case studies showing how theory works in the real world it covers every core functional area of management including strategic planning financial management organizational culture and design human resource management leadership and governance marketing and sponsorship performance management sport and the media the fifth edition includes expanded coverage of sport for development analytics monitoring and evaluation ethics risk management sport and health social media sustainability and other contemporary management issues complemented by a companion website offering additional resources for students and instructors this is an ideal textbook for first and second year students in sport management degree programs and for business students seeking an overview of applied sport management principles

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