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textbooks in the field are
measured, and the third
edition of this text once
again raises that standard.
The numerous updates and new
material added throughout
the book are based on the
most up-to-date research and
developments that have taken
place in sport marketing,
sport management, and the
sport industry.

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Marketing has long been the premier textbook in its field, and this updated, expanded fourth edition once again delivers superior content for aspiring sport marketers. As the most contemporary, comprehensive text of its kind, Fundamentals of Sport Marketing, 4th Edition , is a must-have resource for current data, trends, and concepts critical to success in the ever-changing world of sport.

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Marketing. av Brenda G Pitts
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