



Sport and corporate nationalisms /

Andrews, David L. (1962-)

<https://id.oclc.org/worldcat/entity/E39PCjDHhVKXwjKRfXtfFDp8hb>

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Silk, Michael L.

Berg,
2005

Computer network resources

Monografía

"Sport and Corporate Nationalisms explores the localized logics and practices underlying the marketing initiatives of major conglomerates and their increasing influence on the shaping and experiencing of national cultures. Corporations depend on sport as a vital marketing vehicle for inserting their interests into the lives of local consumers. This book puts forth convincing arguments that relate the role of sport-marketing complexes to national cultural markets in a global age. Sport and Corporate Nationalisms provides a much-needed analysis of the growing evolution of marketing strategies in the world of sport."--Jacket

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Título: Sport and corporate nationalisms edited by Michael L. Silk, David L. Andrews and C.L. Cole

Editorial: Oxford New York Berg 2005

Descripción física: 1 online resource (xi, 292 pages) illustrations

Mención de serie: Sport, commerce and culture

Bibliografía: Includes bibliographical references (pages 272-274) and index

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ISBN: 9781859737941 hc ;) alk. paper) 1859737943 hc ;) alk. paper) 9781859737996 pbk. ;) alk. paper) 1859737994 pbk. ;) alk. paper) 1845207203 electronic bk.) 9781845207205 electronic bk.) 9781845207205 1859737943 hc ;) alk. paper) 1859737994 pbk. ;) alk. paper)

Materia: Corporate sponsorship Nationalism and sports Sports- Economic aspects Sports- Marketing Nationalisme et sports Parrainage publicitaire Sports- Marketing Sports- Aspect économique SPORTS & RECREATION- Sociology of Sports. Corporate sponsorship. Nationalism and sports. Sports- Economic aspects. Sports- Marketing. Globalisierung. Nationalbewusstsein. Sport. Supranationalität. Nationalism and sports. Corporate sponsorship. Sports- Marketing. Sports- Economic aspects.

Autores: Andrews, David L. (1962-) <https://id.oclc.org/worldcat/entity/E39PCjDHhVKXwjKRfXtfFDp8hb> Cole, Cheryl L. Silk, Michael L.

Enlace a formato físico adicional: Print version Sport and corporate nationalisms. Oxford ; New York : Berg, 2005 (DLC) 2004023158

Punto acceso adicional serie-Título: Sport, commerce and culture

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