



Global sport sponsorship

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Amis, John (1968-)
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Monografía

"Estimated to have an annual worth of more than US\$25 billion, the global sport sponsorship industry has become of vital importance to anybody interested in understanding the sport-commerce nexus. Global Sport Sponsorship is the first text to provide a comprehensive, multi-disciplinary analysis of this industry. Leading scholars from marketing, management, sociology, cultural studies, tourism, and gender studies address issues central to current debates in each of these disciplines." "Global Sport Sponsorship is essential reading for anyone involved in the practice or academic study of one of the world's largest industries."--Jacket

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