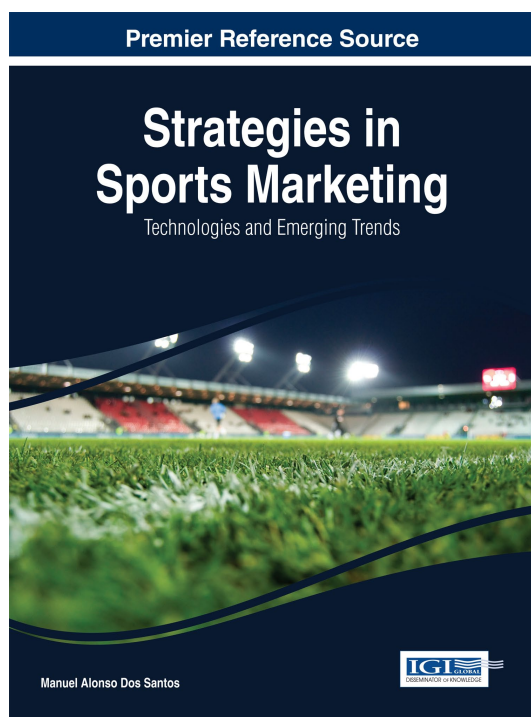


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Strategies in Sports Marketing: Technologies and Emerging Trends



Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Manuel Alonso Dos Santos
(Universidad Católica de la Santísima Concepción, Chile)

The application of marketing concepts to sports products and services is vital to the success of the industry. When appealing to the target audience of an event, it is essential to construct a strong marketing plan by utilizing emergent technologies and strategies.

Strategies in Sports Marketing: Technologies and Emerging Trends provides relevant information on the marketing strategies and marketing trends of sporting events by highlighting the plans and tactical operations that sports organizations conduct when integrating marketing strategies. This publication is a comprehensive reference source for students, researchers, academicians, professionals and practitioners, as well as scientists and executive managers interested in the marketing strategies of sporting events.

Topics Covered:

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- Marketing Strategies
- Electronic Marketing
- Innovative Communications
- Marketing Implementation
- Sponsorship
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- Sports Tourism Marketing

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