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The chapter includes interviews of MLS marketing executives and provides recommendations of sales and marketing tactics for soccer professionals and sport marketing students. Attendance The MLS finished the 2015 season with a 12.7% net positive gain in attendance, bringing the average attendance for an MLS game past 21,000 for the first time in the history of the league. Football is big business. The top teams and leagues in world football generate billions of dollars in revenue and serve an audience of billions of fans. This book focuses on the marketing of football as the apex of the contemporary football industry. Drawing upon key theories and concepts in sport The only up-to-date book on football marketing written from a truly international perspective, the Routledge Handbook of Football Marketing is an invaluable resource for any researcher or advanced student with an interest in football marketing, as well as all marketers working in the professional football business. Bücher (Fremdsprachig) Wählen Sie die Abteilung aus, in der Sie suchen möchten., Routledge Handbook Of Football Marketing.

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