



Sport Consumer Behaviour: Marketing Strategies (Paperback)

By Kostas Alexandris, Heath McDonald, Daniel C. Funk

Taylor Francis Ltd, United Kingdom, 2016. Paperback. Book Condition: New. Reprint. 246 x 174 mm. Language: English . Brand New Book. All successful marketing strategies in sport or events must take into account the complex behaviour of consumers. This book offers a complete introduction to consumer behaviour in sport and events, combining theory and cutting-edge research with practical guidance and advice to enable students and industry professionals to become more effective practitioners. Written by three of the world's leading sports marketing academics, it covers a wide range of areas including: * social media and digital marketing * the segmentation of the sport consumer market * service quality and customer satisfaction * sport consumer personalities and attitudes * the external and environmental factors that influence sport consumer behaviour. These chapters are followed by a selection of international case studies on topics such as female sport fans, college sports, marathons and community engagement. The book's companion website also provides additional resources exclusively for instructors and students, including test banks, slides and useful web links. As the only up-to-date textbook to focus on consumer behaviour in sport and events, Sport Consumer Behaviour: Marketing Strategies offers a truly global perspective on this...



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