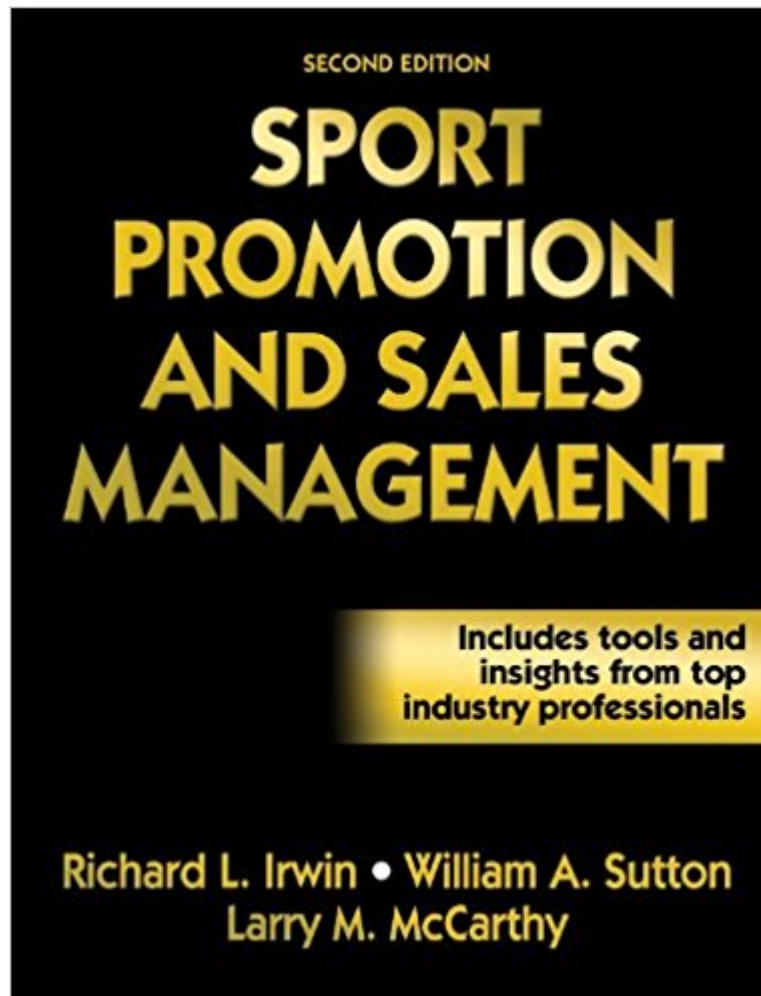




Ebook Directory
the best source of ebook

The book was found

Sport Promotion And Sales Management, Second Edition



Synopsis

As more sport management programs are incorporating sales into their curriculum, *Sport Promotion and Sales Management, Second Edition*, enters the field as a much-needed resource. With this text, students will prepare for careers in the industry, and professionals will learn best practices by discovering how to sell inventory ranging from tickets to sponsorship, prepare a sales force, retain and upsell existing products to customers, use sponsorships as a sales incentive, and service and activate sponsorships. In an effort to address emerging industry trends, this text is a thorough revision of the first edition. The second edition continues to offer full coverage of sport promotion and sales so that readers may see a complete view of the sport industry as a unique promotion and sales medium. In keeping pace with the changing times in the world of sport, this book features much new material:

- Two new chapters (and three total) on sport sponsorship that greatly expand the discussion in that critical area, including how to negotiate, nurture, and activate sponsorships
- A detailed exploration of a nine-step “eduselling” process, an emerging sales model created by author William A. Sutton that will help readers increase product utilization and satisfaction by teaching how to use tickets and sponsorships to achieve business objectives
- Greater emphasis on the roles of sales and sponsorship as integral parts of developing a successful sport business
- A radically updated technology chapter that places great emphasis on e-commerce and gives an overview of the rapid changes that technological innovations are bringing to the industry

Authors Richard L. Irwin, Larry M. McCarthy, and Sutton bring extensive academic and professional experience to the book. They use numerous examples from their own experiences in consulting with teams, events, and organizations in the NFL, NBA, NHL, MLB, NCAA, PGA, and LPGA. They also bridge the gap between theory and practice by providing “Practitioner Perspectives” in each chapter. These perspectives help readers see how professionals have incorporated the techniques in the book. In addition, the authors offer real-life contemporary examples of sales and promotion management in practice, further illuminating successful practice for readers.

Sport Promotion and Sales Management, Second Edition, presents a wide-ranging view of what it takes to be successful in the field. Moving from theoretical foundations of sport promotion and sales to fundamental roles of sport sponsorship, it examines incentives for sport consumers, licensing issues, sales management and servicing, and the role of technology in sport promotion and sales. It also explores sales training, the art of ticket sales, customer retention, branding, and risk management. Students in sport management courses and professionals in the sport industry will find *Sport Promotion and Sales Management, Second Edition*, brimming with fresh and innovative ideas and techniques in sales, promotion, and sponsorship. With its complete and

current coverage of pertinent issues, this text is an invaluable resource for students and professionals alike as they prepare for or shape their careers in sport promotion and sales.

Book Information

Hardcover: 352 pages

Publisher: Human Kinetics; 2 edition (January 2, 2008)

Language: English

ISBN-10: 073606477X

ISBN-13: 978-0736064774

Product Dimensions: 8.7 x 1.2 x 11.1 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 7 customer reviews

Best Sellers Rank: #101,528 in Books (See Top 100 in Books) #27 in [Books > Business & Money > Industries > Sports & Entertainment > Park & Recreation](#) #82 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #244 in [Books > Textbooks > Business & Finance > Marketing](#)

Customer Reviews

Richard L. Irwin, EdD, is a professor and the director of the Bureau of Sport & Leisure Commerce at the University of Memphis. He has taught promotion and sales at the university level for 18 years and has served as consultant with numerous sport businesses on topics relating to sales, sponsorship, licensing, and promotion. A founding member and past president of the Sport Marketing Association (SMA), Dr. Irwin has published numerous articles in sport marketing and management journals, contributed to books, and delivered presentations at regional, national, and international conferences on topics associated with sales and promotion. William A. Sutton, EdD, currently serves as a professor and associate department head for the DeVos Sport Business Management graduate program at the University of Central Florida. In addition to his duties at UCF, Dr. Sutton is the founder and principal of Bill Sutton & Associates, a consulting firm specializing in strategic marketing and revenue enhancement. Before assuming his current positions, he served as vice president of team marketing and business operations for the National Basketball Association and has held academic appointments at Robert Morris University, Ohio State University, and the University of Massachusetts at Amherst. In addition to Sport Promotion and Sales Management, Dr. Sutton is a coauthor for all three editions of Sport Marketing. He has also authored more than 100 articles and has made more than 100 national and international presentations. He is a past

president of NASSM and a founding member of the Sport Marketing Association (SMA) and Sport Marketing Quarterly, where he has also served as coeditor. Dr. Sutton is a featured author for Street and Smith's Sports Business Journal (SBJ) and for the basketball strategy and business magazines Basketball Gigante and FIBA Assist, published in Italy. Larry M. McCarthy, PhD, is an associate professor of management and director of the Institute of International Business at the W. Paul Stillman School of Business at Seton Hall University. He teaches in the Center for Sport Management. He held an academic appointment as the coordinator of the graduate sport management program at Georgia Southern University. A founding member of the SMA, he served as the first secretary and treasurer of the association. McCarthy's research interests focus on the activities of professional sport franchises, cross-cultural studies, and international sport management. He has published articles in national and international journals and has presented his work at national and international conferences. A lifelong member of the Gaelic Athletic Association (GAA), he is secretary of the New York Board of the GAA and was an Olympic envoy to the Olympic Council of Ireland for the Centennial Olympic Games.

great condition

Item as described! Thanks!

it is a great book.i learnt a lot from this book

school isnt fun

great book

;-)

Great Service

[Download to continue reading...](#)

Sport Promotion and Sales Management, Second Edition Health Promotion in Nursing Practice (7th Edition) (Health Promotion in Nursing Practice (Pender)) Health Promotion and Disease Prevention in Clinical Practice (Health Promotion & Disease Prevention in Clin Practice) Foundations for Health Promotion, 4e (Public Health and Health Promotion) Health Promotion Throughout the Life Span, 7e

(Health Promotion Throughout the Lifespan (Edelman)) Health Promotion Throughout the Life Span, 8e (Health Promotion Throughout the Lifespan (Edelman)) Health Promotion Throughout the Life Span - E-Book (Health Promotion Throughout the Lifespan (Edelman)) Health Promotion in Nursing Practice (Health Promotion in Nursing Practice (Pender)) Glannon Guide to Sales: Learning Sales Through Multiple-Choice Questions and Analysis, Second Edition (Glannon Guides) Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books) Sales Management. Simplified: The Straight Truth About Getting Exceptional Results from Your Sales Team Governance and Policy in Sport Organizations (Sport Management) Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and ... (Marketing/Sales/Advertising & Promotion) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough ... (Marketing/Sales/Advertising & Promotion) Born to Blog: Building Your Blog for Personal and Business Success One Post at a Time (Marketing/Sales/Advertising & Promotion) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Hospitality Sales and Marketing with Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales and Marketing) The Ultimate Sales Letter 4Th Edition: Attract New Customers. Boost your Sales. Sales: How To Sell, Influence People, Persuade, and Close The Sale (Job Interview,Negotiating,Sales,Resumes,Persuasion,Business Plan Writing Book 4) The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)