



Sports Marketing

Phil Schaaf

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In this captivating and easy-to-read book, Phil Schaaf traces the subsidy mechanism of sponsorship and its influence on the presentation and commercialization of sports entertainment. Why do McDonald's, Hanes, and Nike pay huge amounts of money to be associated with sports, and why do they choose celebrity endorsers, or buy in-stadium advertising opportunities? You'll feel like you're in the board room where multimillion-dollar decisions are being made by advertising heavy-hitters. For both seasoned fans and casual observers, Sports Marketing proves that "it's not just a game anymore."

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