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Global Sport Marketing Contemporary Issues And Practice 1

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the special issue on contemporary issues in sports marketing In 2015, the global sport industry was estimated to be worth US \$145 billion which accounts for over 3% of the world's economic activity (PWC, 2011).

Sport marketing's past, present and future; an

WE HAVE An experienced partner, THE CONCEPT ONE AGENCY "We know that a universal and quick recipe for commercial success does not exist. That's why we look for inspiration in marketing communication. We see athletes as a commercial brand and we have developed a four-step tool for determining the correct strategy. • Where you are. Before...

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