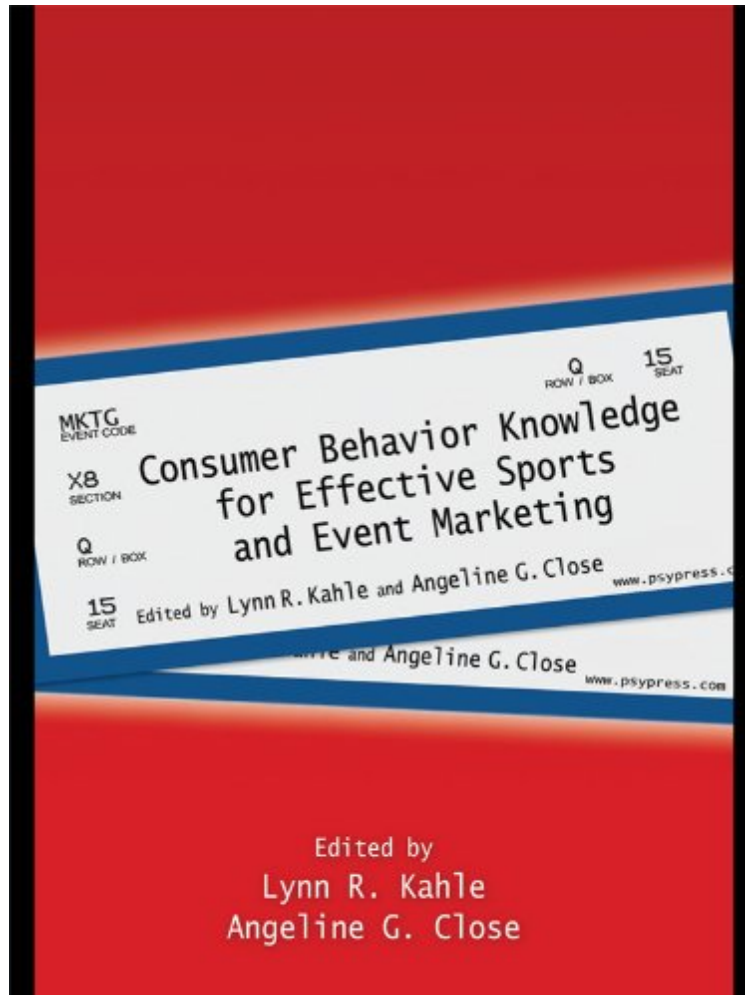


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Consumer Behavior Knowledge for Effective Sports and Event Marketing

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From Routledge : Consumer Behavior Knowledge for Effective Sports and Event Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumer Behavior Knowledge for Effective Sports and Event Marketing:

The growing complexity and importance of sports and event marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to these topics. This book deals with the professional development in the sense that sports marketing can be viewed as an application of consumer behavior research. Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of: influencing behaviors in

society and sports; building relationships with consumers through sports and events; and providing services to consumers through sport and event sponsorships. This book, by a superb group of authors, includes comprehensive reviews, innovative conceptual pieces, empirical research and rigorous attention to data.

"This book adds to our understanding of the complex world in which the sports consumer resides. The diversity of the topics explored, the up-to-date data and issues described, and the expertise of the editors and authors are key features of this volume." - Gregg Bennett, Sports Management, Texas AM, USA

"The understanding of sport consumer behavior has become key to marketing sport and to examining what makes sport special to those who play and those who watch. This book provides detailed overviews and insightful syntheses. It is essential reading for anyone who seeks to understand how and why consumers build sport into their lives." - Laurence Chalip, Sport Management Program, University of Texas at Austin, USA

"Consumer Behavior Knowledge for Effective Sports and Event Marketing is a unique volume that provides both sports marketing academicians and practitioners with cutting edge ideas that they will find to be very beneficial. This volume will provide academicians with excellent reviews of current knowledge, and perhaps more importantly, food for thought in the development of new sports marketing research ideas and priorities. At the same time, practitioners will gather insights from this volume that they will be able to apply to the decisions they make on a day to day basis, as well as their critical longer term strategic decisions." - Scott Kelley, Director, University of Kentucky Center for Sports Marketing; and Professor of Marketing, Gatton College of Business Economics, University of Kentucky, USA

About the Author

Angeline G. Close (PhD, University of Georgia) researches, teaches, and serves the marketing community. Her expertise is in event marketing—namely how consumers' experiences at sponsored events influence attitudes and consumer behavior. Current studies explore engaging consumers with events, uncovering drivers of effective event sponsorships, how entertainment impacts affect towards events/purchase intention towards sponsors, and why consumers may resist events. Synergistically, she studies consumers' experiences with electronic marketplaces—consumers' online experiences, and how they interplay with onground events. Her research ties theory with implications for consumers, society, or consumer-focused business practice. She has contributed peer-reviewed studies in the *Journal of the Academy of Marketing Science*, *Advances in Consumer Research*, *Journal of Advertising Research*, and *Journal of Business Research*, among other articles and book chapters.

Lynn R. Kahle (Ph.D. Nebraska, post-doc Michigan) holds the Ehrman Giustina Professorship (endowed, tenured chair) in Marketing and has been the Department Chair in the Department of Marketing at the University of Oregon, USA. He has been on the faculty in the Lundquist College of Business since 1983. As Department Chair he was instrumental in founding the highly regarded James H. Warsaw Sports Marketing Center. He served as the founding Director of the Center, which *Sports Illustrated* described as the "best sports management school." (Oct. 7, 2002). He has chaired his University's Intercollegiate Athletic Committee and has been active in civic affairs as well, serving among other things as the head of the City of Eugene Human Rights Program.