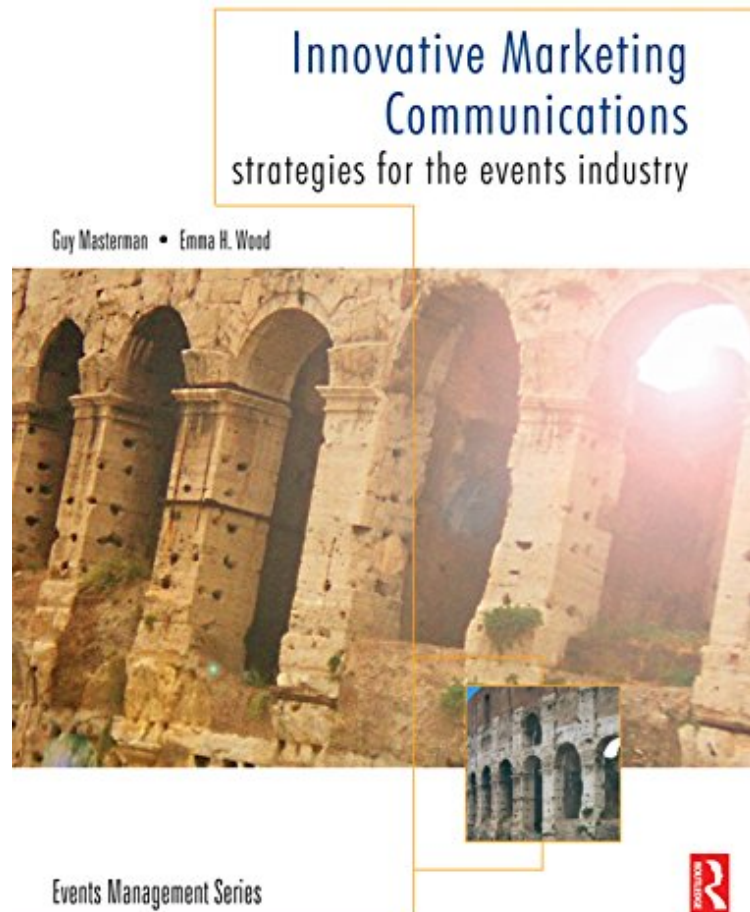


Innovative Marketing Communications (Events Management)

Guy Masterman, Emma Wood

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Guy Masterman, Emma Wood : Innovative Marketing Communications (Events Management) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovative Marketing Communications (Events Management):

0 of 0 people found the following review helpful. The right purchase!By ElenaI am a lecturer in one of the universities in Malaysia. Been searching high low for a suitable textbook for one of the courses. Spotted this book online, decided to purchase it without being able to flip it through unlike in bookstores. As it arrived, I went through it and loved it immediately! This book will be very helpful for my students to refer when organising their event.1 of 2 people found the following review helpful. Incredibly InformativeBy deacons317Masterman and Wood have created a very helpful and informative guide, for both students and event managers, to master innovative communications strategies. The book is a joy to read, and the authors' expertise is both plentiful and easily absorbed.Highly recommended reading.

Innovative Marketing Communications for Events Management provides students and event managers with a

complete insight into the strategic and innovative marketing of events of all scales and nature. The book builds a conceptual framework for the development, planning, implementation and evaluation of innovative communication strategies for the marketing of events, and the effective use of events as an innovative communications method in general organizational marketing. With a strong practical underpinning, *Innovative Marketing Communications for Events Management* emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies.

The introductory pages outline what the book is about and provides a synopsis of the coming chapters. An exemplary beginning, it gives a really clear and concise indication of what the reader could expect from the text. -Paul Weeks, Southern Cross University, Australia
About the Author
Currently the Head of Sport at Sheffield Hallam University.
Guy was Assistant Professor at the Sports Management Tisch Center for Hospitality, Tourism Sports Management at New York University.