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## CONSUMER BEHAVIOUR IN SPORT AND EVENTS: MARKETING ACTION (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2008. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book. Consumer Behaviour in Sport and Events emphasises the role of consumer behaviour in sport marketing. Given the social, economic, and environmental benefits of sport events, the challenge for marketers is to understand the complexity of sport and event participation. Through a heightened understanding of consumer behaviour, marketers are able to develop communication strategies to enhance the experience, while identifying key...

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- Authored by Daniel C. Funk, Kostas Alexandris, Heath McDonald
- Released at 2008



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