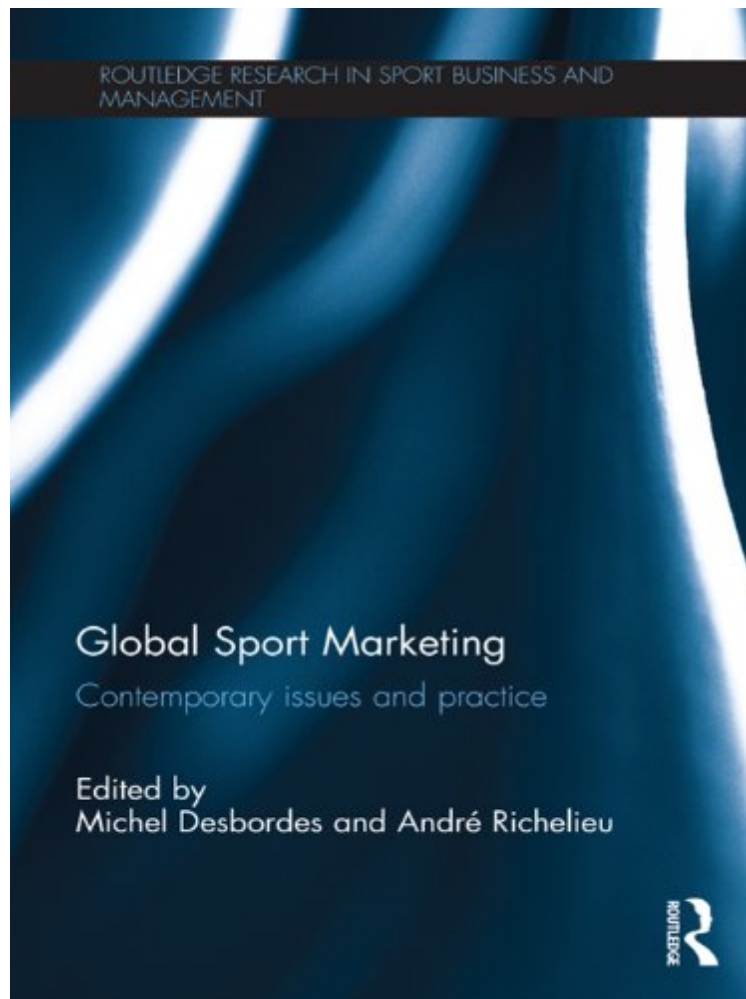


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Globalization has had a profound impact on the sports industry, creating an international market in which sports teams, leagues and players have become internationally recognized brands. This important new study of contemporary sports marketing examines the opportunities and threats posed by a global sports market, outlining the tools and strategies

that marketers and managers can use to take advantage of those opportunities. The book surveys current trends, issues and best practice in international sport marketing, providing a useful blend of contemporary theory and case studies from the Americas, Europe and Asia. It assesses the impact of globalization on teams, leagues, players, sponsors and equipment manufacturers, and highlights the central significance of culture on the development of effective marketing strategy. *Global Sport Marketing* is key reading for any advanced student, researcher or practitioner working in sport marketing or sport business.

About the Author Michel Desbordes is Professor at the University of Paris Sud 11, France, and Associate Professor at the ISC school of management (Paris, France). He is a specialist in sports marketing, and his research focuses on the management of sport events, sports sponsorship and marketing applied to football. André Richelieu is Professor in the Marketing Department at Laval University, Canada. He specializes in brand management and sports marketing. His research relates to how sports teams can leverage their brand equity by capitalizing on the emotional connection they share with their fans, and on how sports teams can internationalize their brand.