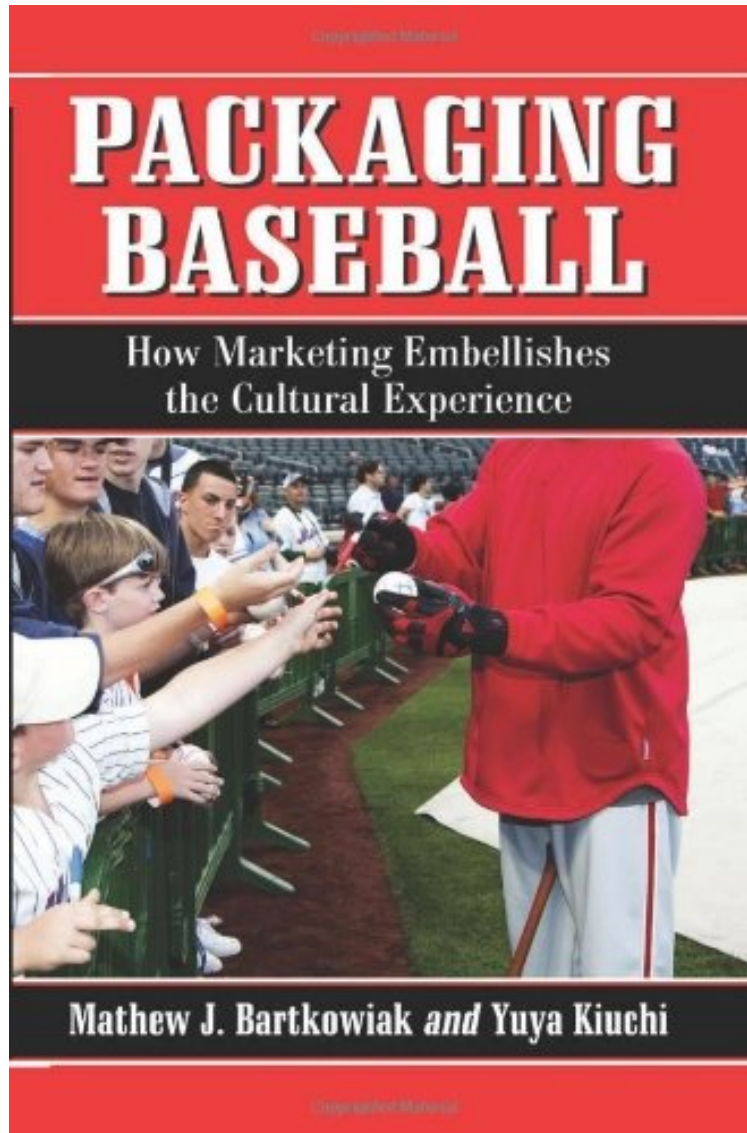


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# Packaging Baseball: How Marketing Embellishes the Cultural Experience

*Mathew J. Bartkowiak, Yuya Kiuchi*  
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**Mathew J. Bartkowiak, Yuya Kiuchi : Packaging Baseball: How Marketing Embellishes the Cultural Experience** before purchasing it in order to gage whether or not it would be worth my time, and all praised Packaging Baseball: How Marketing Embellishes the Cultural Experience:

Walk through any major or minor league park today and the sights, sounds, and smells of baseball overwhelm. Teams

long ago figured out that this immersive quality is a powerful draw, and the "fan experience" has been a major force in their marketing plans. In recent years, advancing technology has altered not only that experience, which now includes LED video boards and blasts of digital music, but the marketing and revenue opportunities for the game. Fans all over the world can subscribe to video and audio streams, acquire credit cards emblazoned with team logos, and follow their favorite players through league-sanctioned blogs. Baseball's ambition and reach are now truly global. Focusing on the game's dual identities as pastime and economic engine, the authors examine the ways that baseball is packaged, promoted and consumed in the United States and, increasingly, abroad.

"[The] book performs admirably at the task of explaining and analyzing the part that baseball plays in the global marketplace, where MLB utilizes the sport, the players, and the fans a financial asset in order to sustain and increase its hold as a business behemoth."--Journal of Popular Culture.

About the Author Mathew J. Bartkowiak is an assistant professor of English at the University of Wisconsin at Marshfield-Wood County. His research interests include popular culture studies, music, social change and development, and the counterculture. His work can be found in such publications as the Journal of Popular Culture and the Journal for the Study of Radicalism. Yuya Kiuchi is an assistant professor in the Department of Writing, Rhetoric, and American Cultures at Michigan State University. He is also an editorial advisory board member for the Journal of Popular Culture.