

In this work on promotion and sales in the sport industry, leading experts from both the classroom and the sport field offer keen insights and experiential data to provide the reader with the skills needed to become well versed in promotion and sales. Industry experts recognize a need for students to be trained in sales and promotion, as many entry-level sport management jobs deal with these aspects of the sporting industry. This resource should help readers to excel in the field. Chapter objectives, key terms, chapter summaries and practitioner perspectives are just some of the many features included in this resource that will assist the reader to succeed in the profession.

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