



Cases In Sport Marketing

By Mark A McDonald, George R. Milne

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Cases in Sport Marketing, simulates real-life scenarios for sport marketers as exhibition games in the preseason simulate the regular season for professional athletes. The text begins with four introductory chapters to explain the case study method and then dedicates the remaining fifteen chapters to fifteen sport marketing cases that cover a wide range of issues and sport industry segments. By working through the cases, students can examine an array of situations and gain experience grappling with actual problems faced by managers. Each case presents the critical issues at hand, possible alternatives for consideration, and the criterion necessary to make an informed decision. The final chapter provides an overview of the sport marketing field.

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Editorial Review

About the Author

Mark P. McDonald (St. Charles, IL) is an Associate Partner with the Andersen Consulting Centre for Process Excellence. He works with leading-edge projects around the world addressing issues of eCommerce, rapid development, and product development. Mark is a sought out speaker on these issues and has authored several articles and papers on these subjects.

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