

Routledge Handbook of Football Marketing: A Comprehensive Guide to the Business of the Beautiful Game

Football is the most popular sport in the world, with billions of fans watching matches each week. This has led to a booming football marketing industry, as clubs, leagues, and sponsors seek to capitalize on the game's global appeal.



Routledge Handbook of Football Marketing (Routledge International Handbooks)

★★★★☆ 4.6 out of 5

Language : English
File size : 6074 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 464 pages



The Routledge Handbook of Football Marketing is a comprehensive guide to this growing industry. It covers all aspects of football marketing, from on-field performance to off-field partnerships, and provides an international perspective on the industry.

With contributions from leading scholars and practitioners, this handbook is an essential read for anyone interested in the business of football. It

provides a deep understanding of the key concepts and practices of football marketing, and offers insights into the future of the industry.

Key Features

- Comprehensive coverage of all aspects of football marketing
- International perspective on the industry
- Contributions from leading scholars and practitioners
- Essential reading for anyone interested in the business of football

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The Routledge Handbook of Football Marketing is a must-have resource for anyone interested in the business of the beautiful game.

Author Biographies

Simon Chadwick is Professor of Sports Enterprise at the University of Salford, UK. He is a leading expert on the business of football and has published widely on the topic.

Dave Millward is Senior Lecturer in Sport Business at Leeds Beckett University, UK. He has worked in the football industry for over 20 years, and has held senior positions at several clubs.

Reviews

"The Routledge Handbook of Football Marketing is a comprehensive and authoritative guide to the business of the beautiful game. It is essential reading for anyone interested in the industry." - **Professor John Beech, Loughborough University**

"This book provides a deep understanding of the key concepts and practices of football marketing. It is a valuable resource for both scholars and practitioners." - **Dr. Marie Murphy, University of Ulster**

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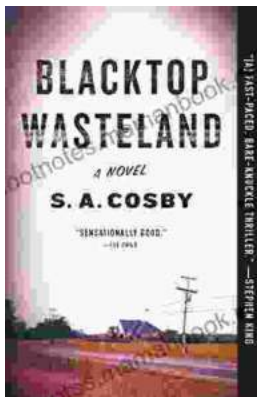
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