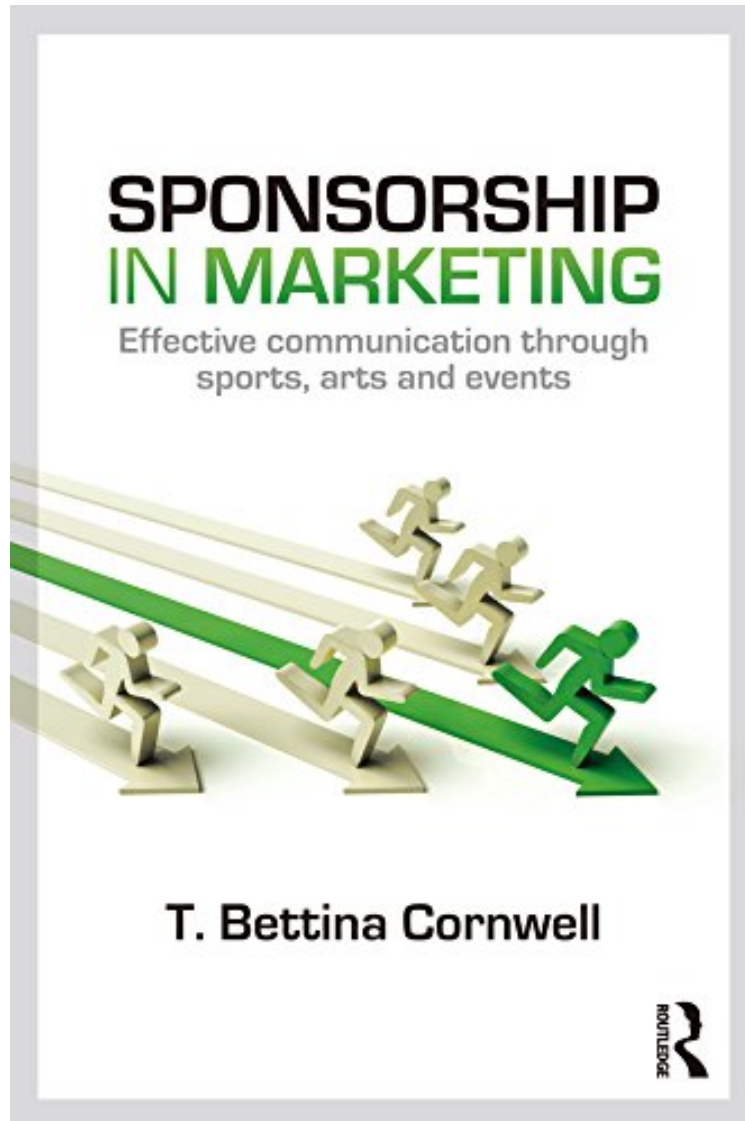


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Sponsorship in Marketing: Effective Communication through Sports, Arts and Events

T. Bettina Cornwell

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T. Bettina Cornwell : Sponsorship in Marketing: Effective Communication through Sports, Arts and Events before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sponsorship in Marketing: Effective Communication through Sports, Arts and Events:

1 of 1 people found the following review helpful. An Excellent Resource!By EmeraldskyThis book is really helpful--like a reference book on how sponsorship works. It is very different than others that just focus on getting a sponsor or writing a proposal. It would be nice if it included more strategies for using social media with sponsorship, but all in all,

this book is a must have for sponsorship seekers wanting to know what brands and companies want.

Sponsorship of sports, arts or events can be a powerful form of marketing communication for businesses and organizations. This book introduces the fundamentals of sponsorship-linked marketing, helping the reader to understand how sponsorship can be planned, executed and measured. Drawing on original research, and exploring key theory, best practice and cutting-edge issues, this is also the only book to fully explain how the sponsor can implement successful sponsorship campaigns and achieve their communication objectives. The book covers every important conceptual and functional area of sponsorship in marketing communications, including: audiences, strategies and objectives leveraging and activation building sponsorship portfolios measurement and evaluation ambush marketing managing relationships internal audiences public policy and legal issues Every chapter includes case studies, examples and data from real organizations, business, campaigns and events, vividly illustrating the link between fundamental principles and effective practice. No other book provides such a comprehensive, evidence-based introduction to sponsorship, demonstrating how organizations can connect brands to real life. This is essential reading for all students and practitioners working in sport marketing, sport business, events marketing, arts administration, business communication or marketing management.

"Bettina Cornwell is one of the leading sponsorship academics worldwide. Sponsorship in Marketing is a must-read for any executive in our industry and any undergraduate considering a future marketing career." — Jamie Cunningham, CEO of the Professional Sports Group "An important new book, written in a clear, nontechnical style. Professor Cornwell succeeds in integrating all relevant facets of sport sponsorship. A must for all those who are interested in this area." — Christoph Breuer, Vice President of the German Sport University, Cologne "Dr Cornwell's Sponsorship in Marketing: Effective Communication through Sports, Arts and Events is a concise, fast-paced, well-written book by a recognised thought leader, successfully combining academic research with industry practice, giving students of marketing and practitioners superb, relevant insights. Using a wide range of spot-on business examples, Cornwell encourages readers to think critically and dig deep below the surface to understand the merits of sponsorship marketing, before committing resources. This is a significant contribution to our understanding of sponsorship in marketing that will influence business decisions for years to come." — John Davis, Dean, Global MBA and Master of Global Business, S P Jain School of Global Management "This book certainly has upgraded our understanding of sport sponsorship. It has not only expanded the perspective to view the relation between sport and corporations but also provided structured principles. Both researchers and practitioners would benefit from reading this book." — Joon-ho Kang, Director of The Global Sport Management Graduate Program The Center for Sport Industry at Seoul National University "It is not easy to create a book that is easy to read while at the same time complete and infused with theory and research. Cornwell has succeeded in doing this and is correct in noting in her prefatory comments that Sponsorship in Marketing is "organized for possible use in courses or seminars but is also intended for the business community" (p. xi). The book, an insightful overview of the various aspects of sponsorship in the sport industry, is written in a way that is useful for practitioners, researchers, and students. For instance, sport marketing students or sport communication students interested in marketing would be able to comprehend the material covered and be able to use the book as a resource in their future studies or employment in the field. Marketing communication scholars would benefit from having Sponsorship in Marketing in their book collections and referring to it in their sponsorship writing, teaching, and consulting." — Paul M. Pedersen, Indiana University, USA, published in the International journal of sport communication "Cornwell has put the reader on the sponsoring brand's side of the desk, and this perspective allows for valuable insights into effective sponsorship. Further, these useful insights support industry professionals, and students as future professionals, in researching, packaging, soliciting, and fulfilling sponsorship agreements." — Laura M. Hatfield, Journal of Sport Management About the Author T. Bettina Cornwell is the Edwin E. and June Woldt Cone Professor of Marketing in the Lundquist College of Business at the University of Oregon. Prior to joining the University of Oregon, she was Professor of Marketing and Sport Management at the University of Michigan. Her research focuses on marketing communications and consumer behavior and often includes international and public policy emphases.