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Taylor Francis Ltd, United Kingdom, 2016. Hardback. Book Condition: New. 246 x 174 mm. Language: English . Brand New Book. All successful marketing strategies in sport or events must take into account the complex behaviour of consumers. This book offers a complete introduction to consumer behaviour in sport and events, combining theory and cutting-edge research with practical guidance and advice to enable students and industry professionals to become more effective practitioners. Written by three of the world s leading sports...

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- Authored by Kostas Alexandris, Heath McDonald, Daniel C. Funk
- Released at 2016



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