Find Doc

SPORT BRANDS (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book. Sport brands are a central element of modern sport business and a ubiquitous component of contemporary global culture. This groundbreaking book offers a complete analysis of the topic of sport brands from both a marketing management approach (strategy and implementation) and a psycho-sociological approach (consumption and wider society). In doing so it explores both supply and demand sides, offering a complete introduction to the nature,...

Read PDF Sport Brands (Paperback)

- Authored by Patrick Bouchet, Dieter Hillairet, Guillaume Bodet
- Released at 2013



Reviews

This is an incredible ebook which i actually have ever go through. This can be for those who statte that there had not been a really worth reading. I am just quickly can get a delight of reading a published book.

-- Ms. Colleen Ziemann V

Comprehensive manual for pdf fans. It is full of wisdom and knowledge You will like how the writer publish this book. -- *Mr. Ezequiel Rolfson*

A superior quality book along with the font employed was exciting to see. It is one of the most amazing book i have got read through. You wont really feel monotony at anytime of the time (that's what catalogs are for about in the event you ask me). -- Santina Sanford