



Sport Public Relations and Communication (Sports Marketing)

By Maria Hopwood, James Skinner, Paul Kitchin

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An increasingly important element of sport business is the management of the myriad of relationships in which sport entities are involved. It is the relationship management aspect of sport which is the unique focus of this book. *Sport Public Relations and Communication* discusses and reformulates the principles of public relations and communications by demonstrating how they can be successfully applied in practice within a sports context. Features include:

- discussion customized to apply directly to sports management, thoroughly exploring the nuances of the field
- case studies used throughout the book to illustrate the practical application of theory
- discussion questions to help formulate and articulate defensible arguments in relation to public relations and communications strategies, forging strong links between theory and practice
- examples used to draw from the authors' extensive experience in North America, the United Kingdom, Europe and Australia and New Zealand, providing a well rounded and global understanding of the field.

This is the first book to explore public relations and communications in the sports industry in a global context. It brings together applicable strategies for the sport management or marketing student, and provides a concise guide to how public relations and communications strategies and principles can be applied to sport management and marketing issues.

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Editorial Review

From the Back Cover

Contemporary sport is a huge global enterprise which necessitates that sports organisations operate as businesses. An increasingly important element of sport business is the management of the myriad of relationships in which sport entities are involved. It is the relationship management aspect of sport which is the unique focus of this book.

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About the Author

Senior Lecturer in Public Relations at Leeds Business School, Leeds Metropolitan University. She is an Editorial Board member of Public Relations Review and the International Journal of Sport Communication.

Associate Professor in Sport Management at Griffith University. He publishes in leading sport management journals and is a member of the Editorial Board for the International Journal of Sport Communication.

Lecturer in Sport Management at the University of Ulster. He is Deputy Editor for the International Journal of Sports Marketing and Sponsorship and on the Editorial Board for the International Journal of Sport Management and Marketing.

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