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(Example of Product
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Graham New York, NY:
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711 pages, ISBN 13:
978-0-07-338098-8,
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uniqueness of any
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how to strengthen
customer relationships
and maximize profits •
Greater attention to the
impact of new
technologies on
customer relationships,
such as social media,
content marketing,
ticketing strategies, and
eSports, ensuring
students are exposed to
the latest advancements
in marketing for sports •

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analysis and decision
making in sectors of
sports marketing
including sports media,
experiential events, and
eSports These popular
"You Make the Call"
cases and review
questions stimulate
lively classroom
discussion, while
chapter summaries and a
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Marketing will give students of sports marketing and management a firm grasp of the ins and outs of working in sports.

This study addresses the marketing-mix standardization issue in the Central and Eastern European context.

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product cultural
specificity, for which a
new measure is
proposed.

This book focuses on
the development of
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companies. Becoming
international offers
important opportunities

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for companies of all sizes, but in an increasingly complex environment, the strategic planning involved is also a challenge. The book addresses this, putting forward suggestions that allow large and medium-sized companies to profit from internationalization.

After a comprehensive

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Marketing to
internationalization and
strategic planning, the
authors make clear
recommendations,
suggesting detailed
processes for
developing international
strategies. The book
distinguishes between
going global for new
markets and
internationalizing
production and

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sourcing. For both, the book proposes procedures for performing meaningful strategic analyses and for developing successful international strategies. Lastly, it highlights the challenges faced by international companies and discusses useful decision processes. The book offers valuable

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