Global Sport Marketing

Contemporary issues and practice

Edited by Michel Desbordes and Andre Richelieu

Contents

	List offigures	VII
	List of tables	viii
	List of boxes	X
	List of contributors	xi
	Introduction	1
	MICHEL DESBORDES AND ANDRE RICHELIEU	
	RTI	11
	inagement of the brand and its internationalization	
1	Building sports brands	13
	ANDRE RICHELIEU	
2	The internationalization of sports teams as brands	28
	ANDRE RICHELIEU	_0
3	Sponsorship and branding	47
	CHRISTOPH BREUER, TIM PAWLOWSKI AND CHRISTOPHER RUMPF	7,
	ADAPTED BYANDRE RICHELIEU	
4	The impact of the 2008 Summer Olympics on Beijing's and	
	China's image	63
	GUOJUN ZENG, FRANK GOAND CHRISTIAN KOLMER	
	ADAPTED BY ANDRE RICHELIEU	
) A 1	RT II	
	ents and their experiential dimension	81
¥ 1	ents and their experiential unitension	01
5	Sport events, economic impact and regulation	83
	WLADIMIR ANDREFF	

vi Contents

6 Manufacturers of equipment for football clubs: strategy and internationalization

MICHEL DESBORDES

7 Be ready to be excited: the World Wrestling Entertainment's marketing strategy and economic model

BORIS HELLEII

8 The establishment and management of sports arenas: a neo-marketing approach

MICHEL DESBORDES

9 General conclusions: some things to remember

ANDRE RICHELIEU AND MICHEL DESBORDES

Index