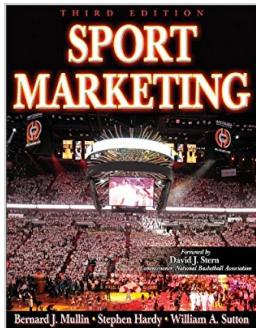


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## **Sport Marketing - 3rd Edition**

*By Bernard Mullin, Stephen Hardy, William Sutton*

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**Sport Marketing - 3rd Edition** By Bernard Mullin, Stephen Hardy, William Sutton

*Sport Marketing, Third Edition*, the latest version of the leading sport marketing text, directs students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study. The text has been thoroughly updated with a comprehensive ancillary package, new examples and perspectives from the field, and the latest information about marketing in the burgeoning sport industry.

Using real-world examples and an engaging writing style, the distinguished authors provide valuable new material about key areas in sport marketing that prepares students for careers in the industry. The following are updates to the new edition:

-Foreword written by David J. Stern, Commissioner of the National Basketball Association

-A new chapter on branding and how to apply it in a sport context, including examples of successful efforts

-A greatly expanded chapter on research in sport marketing, recognizing recent and significant technological developments that allow sport marketers to reach consumers

-An updated final chapter containing opinions from industry insiders about what sport marketers can expect in the years ahead

The highly respected authors have long been recognized for their ability to define this exciting field, and they continue to engage readers by providing several updated references and real-life examples. These elements not only make the material more interesting for students to read but also allow them to easily translate concepts presented in the text into situations they will encounter in the working world.

The text incorporates all areas of marketing into an exciting and sport-specific

context. Students will learn how to build a sport marketing plan, study the behaviors of sport consumers, and gain an understanding of market segmentation and pricing. The text also includes extensive information on promotion, sales, distribution, and public relations in sport. After reading this book, students will be able to apply the concepts of marketing to the distinct sport enterprise.

This new edition is complemented by a large and complete package of ancillary materials that will enhance the presentation of the material and provide a richer learning experience for students. A new instructor guide, test package, and PowerPoint presentation package are offered through a convenient product-specific Web site at [www.HumanKinetics.com/SportMarketing](http://www.HumanKinetics.com/SportMarketing).

Even though this text is written primarily for students, the authors go beyond theory to stress real-world applications, providing a wonderful reference for professionals and a useful guide that allows practitioners to apply key concepts to the work they do every day.

This text will help students and others interested in marketing products in the expansive field of sport to understand the foundations of sport marketing and how to use marketing effectively. Most important, they'll learn how to incorporate these fundamentals into their own workplace.

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## Editorial Review

### About the Author

**Bernard J. Mullin, PhD**, is currently president and chief executive officer of Atlanta Spirit, LLC. In this role he is in charge of guiding all facets of the Spirit's operations, including overseeing all team and business operations for the NBA's Hawks and NHL's Thrashers and management of the world-class Philips Arena.

Mullin has nearly 30 years of experience in the sport management industry, involving executive positions with professional teams and leagues where he specializes in start-ups and turnarounds, breaking numerous all-time league ticket sales and attendance records. Before coming to Atlanta, Mullin served as the NBA's senior vice president of marketing and team business operations. Mullin has also served as president and general manager of a minor league hockey team, the IHL's Denver Grizzlies; senior vice president of business operations for the Colorado Rockies; and senior vice president of business for the Pittsburgh Pirates. He has also acted as the owner's representative on major design and construction projects, including Coors Field and University of Denver's award-winning athletic facilities.

Before and during his career in professional sports, Mullin spent several years in intercollegiate athletics and higher education. He served as vice chancellor of athletics for the University of Denver and as professor of sport management at the University of Massachusetts. Mullin holds a PhD in business, an MBA, and an MS in marketing from the University of Kansas, where he coached the varsity soccer program, and a BA business studies from Coventry University in England, where he played soccer semiprofessionally for the Oxford City Football Club.

**Stephen Hardy, PhD**, is professor of kinesiology and coordinator of the sport studies program at the University of New Hampshire, where he is also an affiliate professor of history. At UNH since 1988, he serves as faculty representative to the NCAA and chairs the president's Athletics Advisory Committee. In 2003-2004, he served as interim vice provost for undergraduate studies.

Hardy has also taught at the University of Massachusetts (where he earned his PhD), the University of Washington, Robert Morris College, and Carnegie Mellon University. Over three decades, he has taught courses in sport marketing, athletic administration, and sport history, as well as a popular introduction to the sport industry. Besides *Sport Marketing*, his publications include *How Boston Played* (1982, 2003) and numerous articles, book chapters, and reviews in academic presses. His reviews and opinions have also appeared in popular outlets such as the *Boston Globe*, the *New York Times*, and the *Sports Business Journal*. From 1995 to 1999, he was coeditor of the *Sport Marketing Quarterly*. In 1997, he was elected a fellow of the American Academy of Kinesiology and Physical Education. In May 2001, he won the Lifetime Research Award from UNH's School of Health and Human Services.

Hardy has extensive experience in college athletics. He played hockey for Bowdoin in the late 1960s and cocaptained the 1969-70 team with his twin brother, Earl. After coaching stints at Vermont Academy and Amherst College, he joined the Eastern College Athletic Conference in 1976, where he served as assistant commissioner and hockey supervisor until 1979. During this time, he supervised collegiate championships in venues such as the Boston Garden and Madison Square Garden, and he worked closely with the NCAA Ice Hockey Committee and its affiliated championships. He served on the board of directors of the America East Athletic Conference from 2000 to 2002. In 2003, he was selected by the Hockey East Association as one of 20 special friends to celebrate the league's 20th anniversary.

**William A. Sutton, EdD**, currently serves as a professor and associate department head for the DeVos Sport Business Management graduate program at the University of Central Florida. In addition to his duties at UCF, Dr. Sutton is the founder and principal of Bill Sutton & Associates, a consulting firm specializing in strategic marketing and revenue enhancement. Before assuming his current positions, Dr. Sutton served as vice president of team marketing and business operations for the National Basketball Association and has held academic appointments at Robert Morris University, Ohio State University, and the University of Massachusetts at Amherst.

In addition to *Sport Marketing*, Dr. Sutton is a coauthor of *Sport Promotion and Sales Management*. He has also authored more than 100 articles and has made more than 100 national and international presentations. Dr. Sutton is a past president of NASSM and a founding member of the Sport Marketing Association (SMA) and *Sport Marketing Quarterly*, where he has also served as coeditor. Dr. Sutton is a featured author for *Street and Smith's Sports Business Journal* (SBJ) and for the basketball strategy and business magazines *Basketball Gigante* and *FIBA Assist* published in Italy.

Dr. Sutton's professional experience includes service as a special events coordinator for the City of Pittsburgh, a YMCA director, vice president of information services for an international sport marketing firm, commissioner of the Mid-Ohio Conference, and cofounder and principal of the consulting firm Audience Analysts. Dr. Sutton received his BA, MS, and EdD from Oklahoma State University, where he was inducted into the College of Education Hall of Fame in 2003. Dr. Sutton is also an inaugural member of the Robert Morris University Sport Management Hall of Fame (2006).

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