

Sportmanagement



International Sports Marketing

Principles and Perspectives

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ERICH SCHMIDT VERLAG

Bibliographic information published by Die Deutsche Nationalbibliothek

Die Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data is available in the Internet at <http://dnb.d-nb.de>.

For further information concerning this title please follow this link:

[ESV.info/978 3 503 14141 8](http://ESV.info/9783503141418)

Printed edition ISBN 978 3 503 14141 8

eBook ISBN 978 3 503 14142 5

ISSN 2190-216X

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www.ESV.info

This paper fulfills the requirements of the Frankfurter Forderungen of Die Deutsche Nationalbibliothek and the Gesellschaft für das Buch concerning the paper permanence and meets the tight regulations of American National Standard Ansi/Niso Z 39.48-1992 as well as ISO 9706.

Printing and Binding: Hubert & Co., Göttingen

Foreword

The internationalisation of sports is clearly recognisable whenever athletes from different countries around the world compete with each other at the Olympic Games or various World Cups or World Championships. But internationalisation also takes place in the daily routine of top leagues such as the English Premier League or the NFL where teams are comprised of players from different national and cultural backgrounds. Not only is sports itself internationalised, but also the marketing of and with sports as the example of Lionel Messi – arguably the best football (or in order to avoid any misunderstandings: soccer) player of our time – shows. The Argentinean international plays for the Catalan club and Spanish champion FC Barcelona in US-American Nike-shirts (with Qatar Airways on the front and the logo of UNICEF at the back) and advertises privately for the German sporting-goods manufacturer adidas as well as Turkish Airlines. Sports marketing is as international as sports itself. However, the status quo and developmental stage of sports marketing differs from country to country, region to region and continent to continent. For example, the sports marketing approaches in Europe and the USA differ significantly in view of different league systems (open vs. closed system) and therefore different circumstances. German basketball clubs, for example, not only have sponsors on their shirts but also in their club names – whereas clubs (or better: franchises) of the NBA present themselves nearly ad-free.

To gain a better understanding of the status quo of sports marketing in the various regions of this world is the main aim of this book and the very reason why it has been written. However, the historical development of this book begins in the year 2008 where we have published a German book called ‘Management and Marketing in Sports’ which soon became a standard reference in Germany. Two years later, the second edition was published – this time in two volumes: ‘Management in Sports’ and ‘Marketing in Sports’ (each filling more than 600 pages). The latter included five chapters describing the status quo of sports marketing in various regions of this world. In 2012/13, the third edition was published – consequently in three volumes: ‘**Management in Sports**’, ‘**Marketing in Sports**’ and the present volume ‘**International Sports Marketing**’. The first two are published in the German language, whereas this book is written in English in order to cope with the topic itself.

All three volumes appear in the **book series ‘Sportmanagement’** (edited by ourselves and published by the German Erich Schmidt Verlag in Berlin). The series intends to bring together various works in the context of sports management under a common thematic roof in order to intensify the dialog between science and practice. It’s open to junior scientists as well as established academics and practitioners

wishing to publish innovative contributions in the field of sports management and sports marketing. We are looking forward to the publication of prospective contributions to the book series – either in German or in English.

As for this book, we – as editors – are very grateful to have gained the opportunity to work with various authors from around the world. Some of them we know personally, some for a very long time, and some others we got to know in the course of this book project. This made the whole publication project very exciting and interesting. We'd like to thank all of our authors contributing their expertise and experience to make this book hopefully another success story in the field of sports marketing publications. It is an honour having you on board and we are looking forward to further joint projects in the foreseeable future.

André Bühler: For Professor David Head – my academic father – who inspired me to look at the world as it is: round and international.

Gerd Nufer: For 'my three girls', my wife Karin and my two daughters Gabriela and Isabel – you are my favourite sports (both at home and on our favourite island in the Mediterranean Sea).

Stuttgart and Reutlingen (Germany), January 2014

André Bühler & Gerd Nufer

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