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Sports Marketing: A Strategic Perspective: United States Edition by Shank, Matthew at AbeBooks.co.uk - ISBN 10: 0131440772 - ISBN 13: 9780131440777 - Pearson - 2004 - Hardcover

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Shank provides a framework or conceptual model of the strategic marketing process that can be applied to the sports industry. Contingency Framework In the fourth edition, the author presents a contingency framework for organizing the many elements that influence the strategic sports marketing process and recognizes the unpredictable nature of the sports industry.

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