

DEVELOPING THE Public Relations Campaign

A TEAM-BASED APPROACH

SECOND EDITION



RANDY BOBBITT RUTH SULLIVAN

Developing The Public Relations Campaign A Team Based Approach 2nd Edition

Derina Holtzhausen,Ansgar Zerfass



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Resources in Education, 2001 [Encyclopedia of Sports Management and Marketing](#) Linda E. Swayne, Mark Dodds, 2011-08-08 This four volume set introduces on the management side principles and procedures of economics budgeting and finance leadership governance communication business law and ethics and human resources practices all in the sports context On the marketing side this reference resource explores two broad streams marketing of sport and of sport related products promoting a particular team or selling team and sport related merchandise for example and using sports as a platform for marketing non sports products such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament Together these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today providing an invaluable print or online resource for student researchers

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Understanding Sport Organizations Trevor Slack, Terri Byers, Alex Thurston, 2021 Textbook for graduate and upper undergraduate courses in organizational theory and organizational behavior as it relates to sport and sport recreation management degree programs reference for practicing sport managers around the world [Book Review Index Cumulation](#) Dana Ferguson, 2005-09 Book Review Index provides quick access to reviews of books periodicals books on tape and electronic media representing a wide range of popular academic and professional interests The up to date coverage wide scope and inclusion of citations for both newly published and older materials make Book Review Index an exceptionally

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