

The Elusive Fan Reinventing Sports In A Crowded Marketplace

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The Elusive Fan Reinventing Sports

The Elusive Fan is more than just another book on sports marketing. It emphasizes the importance of the connection between the brand and its different levels of fans, which is often overlooked in sports marketing textbooks.

The Elusive Fan: Reinventing Sports in a Crowded ...

The Elusive Fan is a groundbreakingguide to engaging and retaining today's fragmented, ever-shifting, anddemanding sports fans. The sports industry is booming like never before. At all levels, fromprofessional and high school to college and club, revenues are reachingpreviously unimaginable heights.

The Elusive Fan: Reinventing Sports in a Crowded Marketplace

Rein and his associates start out from the premise that the sports world is changing for a multitude of reasons including: increased competition for the fans attention and money, the decreasing social aspects of going to the ballgame, and technology that means fans don't have to physically go to the game to watch it, along with the increasingly individualized nature of sports itself presents a major challenge to those who make a living off of live game attendance.

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Daytona International Speedway's reinvention of fan intimacy; Combining expert analysis with field-tested strategies for winning hearts and minds, The Elusive Fan is your guide to surviving and...

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Sports are a multibillion-dollar global business that will continue to grow by leaps and bounds into the foreseeable future. The bad news is: It's never been harder to attract, engage, and retain the sports fan. Today's sports fans are bombarded by choic. The Elusive Fan: Reinventing Sports in a Crowded Marketplace.

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So What is This About? - The elusive fan

"The Elusive Fan" is a guide to business strategies that you can use for sports marketing, including developing star power, transforming and distributing a brand, filling the stands, and, most important, understanding how fans make, break, and reconnect to a sport.

The Elusive Fan: Reinventing Sports in a Crowded ...

Combining expert analysis with field-tested strategies for winning hearts and minds, The Elusive Fan is your guide to surviving and thriving in today's ever-widening world of sports.

The Elusive Fan: Reinventing Sports in a Crowded Marketplace

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The Elusive Fan: Reinventing Sports in a Crowded ...

Irving Rein is a professor of communication studies at Northwestern University. He is the author of many books on effective communication strategies and marketing. In 1993 he joined with Philip Kotler and Donald Haider to write about place marketing. In 2006 Rein and Kotler worked with Ben Shields to examine modern sports marketing and communication in The Elusive Fan: Reinventing Sports in a Crowded Marketplace.

Irving J. Rein - Wikipedia

Kenny Smith got the idea while watching his son in the backyard. It happened earlier this summer, when the two-time NBA champion and TNT broadcaster saw his son, K.J., a senior guard at North ...