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Sports Fans, Identity, and Socialization Adam C. Earnheardt, Paul Haridakis, Barbara Hugenberg, 2011-11-15 Once deemed an unworthy research endeavor the study of sports fandom has garnered the attention of seasoned scholars from a variety of academic disciplines Identity and socialization among sports fans are particular burgeoning areas of study among a growing cadre of specialists in the social sciences Sports Fans Identity and Socialization edited by Adam C Earnheardt Paul Haridakis and Barbara Hugenberg captures an eclectic collection of new studies from accomplished scholars in the fields such as communication business geography kinesiology media and sports management and administration using a wide range of methodologies including quantitative qualitative and critical analyses In the communication revolution of the twenty first century the study of mediated sports is critical As fans use all media at their disposal to consume sports and carry their sports viewing experience online they are seizing the initiative and asserting themselves into the mediated sports dissemination process They are occupying traditional roles of consumers receivers of sports but also as sharers and sports content creators Fans are becoming pseudo sports journalists They are interpreting mediated sports content for other fans They are making their voice heard by sports organizations and athletes Mediated sports in essence provide a context for studying and understanding where and how the communication revolution of the twenty first century is being waged With their collection of studies by scholars from North America and Europe Earnheardt Haridakis and Hugenberg illuminate the symbiotic relationship among and between sports organizations the media and their audiences Sports Fans Identity and Socialization spurs both the researcher and the interested fan to consider what the study of sports tells us about ourselves and the society in which we live

A Brief History of Basketball in Brazil - From Amazonian Playgrounds to Urban Courts Luckey Helms, 2024-07-26 Explore the lively history of basketball in Brazil with A Brief History of Basketball in Brazil This book takes you from the sport s early days when it was brought by American missionaries in the 19th century to its place today as one of Brazil s most popular sports Learn how basketball grew in Brazil becoming a major part of the country s culture and producing famous players who shine on the global stage Read about the key moments and important people who shaped Brazilian basketball like the start of the Confedera o Brasileira de Basketball CBB and the international success of players such as Oscar Schmidt Hort ncia Marcari and Anderson Varej o Discover stories of legendary teams historic games and the unique style of Brazilian basketball See how grassroots programs and community efforts help develop young talent and promote inclusivity With interesting stories and thorough research A Brief History of Basketball in Brazil shows how basketball has impacted Brazilian society and culture Whether you love basketball study Brazilian history or are curious about sports this book is a compelling and informative read

Brandweek , 2005-10

Law of Professional and Amateur Sports Gary A. Uberstine, 1997 *Representing Professional Athletes and Teams* , 1990 *Elgar Concise Encyclopedia of Sports Law* Björn Hessert, Chui Ling Goh, Jack Anderson, 2025-10-07 This Concise Encyclopedia provides a definitive and

comprehensive overview of the emerging field of sports law Entries identify the core principles relevant regulatory basis and seminal jurisprudence of each topic Sports Marketing Matthew D. Shank, Mark R. Lyberger, 2014-10-03 Now in a fully revised and updated 5th edition Sports Marketing A Strategic Perspective is the most authoritative comprehensive and engaging introduction to sports marketing currently available It is the only introductory textbook to adopt a strategic approach explaining clearly how every element of the marketing process should be designed and managed from goal setting and planning to implementation and control Covering all the key topics in the sports marketing curriculum including consumer behavior market research promotions products pricing sponsorship business ethics technology and e marketing the book introduces core theory and concepts explains best practice and surveys the rapidly changing international sports business environment Every chapter contains extensive real world case studies and biographies of key industry figures and challenging review exercises which encourage the reader to reflect critically on their own knowledge and professional practice The book s companion website offers additional resources for instructors and students including an instructors guide test bank presentation slides and useful weblinks Sports Marketing A Strategic Perspective is an essential foundation for any sports marketing or sports business course and an invaluable reference for any sports marketing practitioner looking to improve their professional practice *Sports Law Practice* Martin J. Greenberg, James T. Gray, 1998 *Changing Times at the NBA* Thomas J. DeLong, 2005 **Sports Marketing** Michael J. Fetchko, Donald P. Roy, Vassilis Dalakas, 2024-01-31 Highly practical and engaging Sports Marketing equips students with the skills techniques and tools they need to be successful marketers in any sporting environment The book blends relevant marketing theory focusing on industry specific terminology and practices with practitioner insights into current issues and future directions in the sports industry This anticipated third edition has been fully updated to incorporate a broad range of global and diverse perspectives from industry experts and international case studies throughout Contemporary topics within the sports industry have been expanded upon including esports social responsibility sustainability digital and social media and personal branding Popular You Make the Call cases insider and early career insights and review questions stimulate lively classroom discussion while chapter summaries and terms support further support learning Overall this exciting text will Increase students depth of knowledge about sports marketing Challenge students to apply concepts to real world situations Profile best practices of organizations and individuals within the sports industry as they relate to the book s content Equip students to position themselves to compete for entry level positions in sports business Provide faculty with a concise but thorough text that meets their needs Sports Marketing remains a core textbook for undergraduate and postgraduate students of sports marketing and management providing a firm grasp of the ins and outs of working in sports Additional online resources include PowerPoint slides for each chapter a test bank of questions and an instructor s manual **Federal Supplement** , 1987 **Broadcasting & Cable** , 2005-05 Canadian Business , 1996 **The New York Times Index** , 2009

Understanding Business & Legal Aspects of the Sports Industry ,2001 Sports Sponsor Factbook ,1999
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