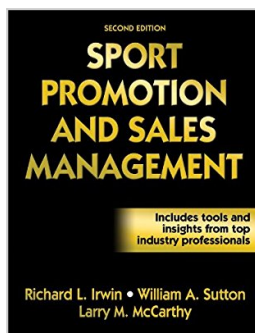


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Sport Promotion and Sales Management, Second Edition

By Richard L. Irwin, William Sutton, Larry McCarthy

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Sport Promotion and Sales Management, Second Edition By Richard L. Irwin, William Sutton, Larry McCarthy

As more sport management programs are incorporating sales into their curriculum, *Sport Promotion and Sales Management, Second Edition*, enters the field as a much-needed resource. With this text, students will prepare for careers in the industry, and professionals will learn best practices by discovering how to sell inventory ranging from tickets to sponsorship, prepare a sales force, retain and upsell existing products to customers, use sponsorships as a sales incentive, and service and activate sponsorships.

In an effort to address emerging industry trends, this text is a thorough revision of the first edition. The second edition continues to offer full coverage of sport promotion and sales so that readers may see a complete view of the sport industry as a unique promotion and sales medium. In keeping pace with the changing times in the world of sport, this book features much new material:

- Two new chapters (and three total) on sport sponsorship that greatly expand the discussion in that critical area, including how to negotiate, nurture, and activate sponsorships

- A detailed exploration of a nine-step “eduselling” process, an emerging sales model created by author William A. Sutton that will help readers increase product utilization and satisfaction by teaching how to use tickets and sponsorships to achieve business objectives

- Greater emphasis on the roles of sales and sponsorship as integral parts of developing a successful sport business

- A radically updated technology chapter that places great emphasis on e-commerce and gives an overview of the rapid changes that technological innovations are bringing to the industry

Authors Richard L. Irwin, Larry M. McCarthy, and Sutton bring extensive academic and professional experience to the book. They use numerous examples

from their own experiences in consulting with teams, events, and organizations in the NFL, NBA, NHL, MLB, NCAA, PGA, and LPGA. They also bridge the gap between theory and practice by providing “Practitioner Perspectives” in each chapter. These perspectives help readers see how professionals have incorporated the techniques in the book. In addition, the authors offer real-life contemporary examples of sales and promotion management in practice, further illuminating successful practice for readers.

Sport Promotion and Sales Management, Second Edition, presents a wide-ranging view of what it takes to be successful in the field. Moving from theoretical foundations of sport promotion and sales to fundamental roles of sport sponsorship, it examines incentives for sport consumers, licensing issues, sales management and servicing, and the role of technology in sport promotion and sales. It also explores sales training, the art of ticket sales, customer retention, branding, and risk management.

Students in sport management courses and professionals in the sport industry will find *Sport Promotion and Sales Management, Second Edition*, brimming with fresh and innovative ideas and techniques in sales, promotion, and sponsorship. With its complete and current coverage of pertinent issues, this text is an invaluable resource for students and professionals alike as they prepare for or shape their careers in sport promotion and sales.

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Richard L. Irwin, EdD, is a professor and the director of the Bureau of Sport & Leisure Commerce at the University of Memphis. He has taught promotion and sales at the university level for 18 years and has served as consultant with numerous sport businesses on topics relating to sales, sponsorship, licensing, and promotion. A founding member and past president of the Sport Marketing Association (SMA), Dr. Irwin has published numerous articles in sport marketing and management journals, contributed to books, and delivered presentations at regional, national, and international conferences on topics associated with sales and promotion.

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In addition to *Sport Promotion and Sales Management*, Dr. Sutton is a coauthor for all three editions of *Sport Marketing*. He has also authored more than 100 articles and has made more than 100 national and international presentations. He is a past president of NASSM and a founding member of the Sport Marketing Association (SMA) and *Sport Marketing Quarterly*, where he has also served as coeditor. Dr. Sutton is a featured author for *Street and Smith's Sports Business Journal* (SBJ) and for the basketball strategy and business magazines *Basketball Gigante* and *FIBA Assist*, published in Italy.

Larry M. McCarthy, PhD, is an associate professor of management and director of the Institute of International Business at the W. Paul Stillman School of Business at Seton Hall University. He teaches in the Center for Sport Management. He held an academic appointment as the coordinator of the graduate sport management program at Georgia Southern University. A founding member of the SMA, he served as the first secretary–treasurer of the association. McCarthy's research interests focus on the activities of professional sport franchises, cross-cultural studies, and international sport management. He has published articles in national and international journals and has presented his work at national and international conferences. A lifelong member of the Gaelic Athletic Association (GAA), he is secretary of the New York Board of the GAA and was an Olympic envoy to the Olympic Council of Ireland for the Centennial Olympic Games.

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