

Brand Identity in Sport

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Jason W. Lee

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I want to thank everyone who has helped me establish my brand identity. In particular, I want to thank my mom, my sons Matthew and Andrew, and Karen for helping me be all that I can be.

—JWL

*To Cambria Alona Alessandri, my little lover of books.
I'm sure your critique will be spot-on.*

—SWA

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