

Branded

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Branding in Sport Business

SECOND EDITION

Edited by

Jason W. Lee



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Preface

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This 2nd edition of *Branded: Branding in Sport Business* is to serve as resource examining brands that shed light into the world of sport marketing. The book includes assorted chapters written by a variety of authors who provide an insightful analysis of the issues associated with sport branding.

Effective branding efforts can serve as tremendous assets for companies, and its implementation in sport is prevalent. Brands are the embodiment of the accumulation all the information connected to companies, people, places, goods, and services. Brand images can include an assortment of aspects, including any range of symbols, color schemes, fonts, logos, and other such imagery. Brand affiliation is also found through the association with catchy slogans, ad campaigns, and other tangible and intangible characteristics. Accordingly, consumers build associations and affinities to these brands based on their collective experiences with these brands.

This text identifies both simplicities and complexities in pinpointing the value of branding in the sport industry. The world of sport provides fertile ground for the development and growth of branding opportunities. For example, brands such as Nike and Adidas are industry giants with global appeal. Furthermore, the Nike swoosh is one of the most recognizable symbols in the world.

This text is designed to serve as a stand-alone read or as a supplemental text in academic areas such as:

- Sport business
- Sport marketing
- Sport promotion
- Marketing
- Branding
- Sport finance
- And other tangential areas

In addition to its academic value, this book may be of interest for sport industry professionals as an industry resource or those who read about such matters for enjoyment.

This work, whether read for academic purposes as a collegiate text, an industry reference, or for other interest, is designed to be informative and entertaining while providing a high-quality resource unveiling pertinent issues involved in sport branding. All of the included profiles identify and examine aspects that offer insight and relevance to branding with sport and in other areas of industry. The profiles provide details about primary issues by exploring general background information, an assortment of particular areas and issues of interest, and a strong analysis of why such subjects provide a valuable learning model. Such analysis enhances this book's value by probing the nuances of the profiled brands.

This text serves as a guide for a journey that explores aspects, opportunities, and associated characteristics of brands impacting the sport industry. The diverse compilation of sport brands profiled in this book are segmented into categories based on similar attributes and purposes including:

- Branding Perspectives
- Branding through Sport
- Teams & Leagues
- Apparel, Equipment & Games
- People
- Places

Each chapter is developed to include thought-provoking, real-life application of sport branding. Brand profiles chapters (Part 2-5) also feature:

- Discussion Questions: thought provoking questions and discussion items to compliment the examination of branding tied to the profiled brand
- *The Line-Up*: a section including an overview of the company and the cases being addressed
- A basic *Timeline of Events* identifying relevant historical events and providing points of reference regarding significant points of history for the brands
- *The Final Score* component at the conclusion of the profile, which critically examines industry perspectives and implications regarding the profiled brands
- The identification of key concepts in the *Post-Game Comments* section
- The opportunity for further practical and theoretical explorations through examining the sample *Learning Activities*

Please note that while the information provided in the chapters endeavored be as to up-to-date in all areas, with the ever changing nature of the sport industry, updates, modifications, and other changes can occur pertaining to examined brands. As such, readers and educators are encouraged to explore any relevant areas of update that may pertain to profiled brands in this book. This will allow for the discussion of the sport brands to be more thorough and contemporary.

