

**MARKETING AND FOOTBALL: AN INTERNATIONAL  
PERSPECTIVE (SPORTS MARKETING)**

**Terese Beth Mena**

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Editorial Reviews. Book Description. The first and only book ever published on the Marketing of Football. About the Author. Michel Desbordes is a Professor at.

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Marketing and Football: an International Perspective, [by Michel Desbordes and Simon Chadwick]. Oxford, Elsevier Butterworth Heinemann,

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In a wider context, football marketing has also become a benchmarking standard for other sports to learn from worldwide. Wensley, R.

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