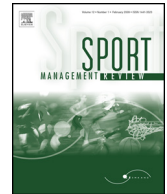




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Book review

Advanced Theory and Practice in Sport Marketing, Eric C. Schwarz, Jason D. Hunter., 3rd edition, Routledge (2018), 354 pp., eText ISBN: 9781351667623

The authors of this book aim to introduce basic and advanced theories in sport marketing and explain how these theories can be implemented in the sport context. Overall, the authors provide brief and clear concepts in sport marketing. Terminologies are simple and easy to understand. Students who start learning sport marketing will find the numbers useful since it provides a basic and clear understanding of sport marketing. Moreover, by using case studies at the end of each chapter, the authors illustrate how theoretical knowledge can be applied to practice. Therefore, readers who are beginning their careers as sport marketers or are experts in the field can easily read, understand, and apply the concepts to real world scenarios.

The authors structure the book into five main parts: (a) sport marketing: the basics; (b) understanding the sport consumer; (c) preparing the sport marketing infrastructure; (d) promotional aspects of sport marketing; and (e) evaluating sport marketing performance. The following paragraphs present the prominent differences between each part of this textbook and previous research and theory in the area of sport marketing.

In the first part of the text, following the introduction of basic concepts in sport marketing, the authors include two new sub-sections which discuss (a) social responsibility in sport, and (b) international and global sport concepts. These two discussions provide readers novel viewpoints that sport marketers need to consider when practising marketing in the sport context. In the sub-section regarding social responsibility in sport, the authors provide a framework describing dimensions of social responsibility that can be applied in the sport context. The framework is explained clearly so that readers and sport marketers can apply the theory to practice. From the reader's standpoint, the framework is very helpful for sport marketers who wish to implement the social responsibility strategy.

In the second part of the text, the authors explain sport consumer behaviour. It is noteworthy that in this sub-section the authors present not only the fundamentals of sport consumers behaviour (as previously mentioned in other sport marketing textbooks, e.g., [Mullin, Hardin, & Sutton, 2014](#); [Shilbury, Westerbeek, Quick, Funk, & Karg, 2014](#); [Smith & Stewart, 2015](#)), but they discuss several additional theories, including problem solving and decision-making processes during consumption. Moreover, they overview the concept of the sport marketing information system. This piece of information is important for sport marketers to consider in the era of information technology. The description of the sport marketing decision support system, as a component of the sport marketing information system, is another useful theory for sport marketers to obtain. Understanding the decision support system will help sport marketers enhance the quality of their decisions during planning and implementation of marketing strategies within sport institutions.

In the third part of the text entitled, preparing the sport marketing infrastructure, the authors illustrate the logistics and supply chain management of sport products and services, which are important stages during the offering process in sport marketing. They present these concepts alongside the most common discussion in branding, brand management, and sales management in the sport context. Of note, the discussion of logistics and supply chain management has unlikely appeared in sport marketing textbooks thus far, even though these two concepts are important in sport marketing. By understanding how to perform management in the supply chain, sport marketers can deliver products and services to consumers in a well-organised manner. As a result, this knowledge will serve to increase customers' satisfaction and retention with the sport organisation.

In the fourth part of the text, the authors discuss the promotional aspects of sport marketing. This sub-section predominantly focuses on digital and social network marketing. The authors go beyond the traditional understanding of promotion in sport marketing by extending the concepts of promotion into public relations, media relations, licensing, personal contact, and atmospherics. Destination marketing as part of the promotional aspects of sport marketing is also presented in brief. The authors imply that the destination where a sport event occurs should be consider as a special product in sport that needs to be promoted as well. Within the destination marketing chapter, readers are given detailed steps that can be applied during the planning and implementation of sport destination marketing.

<https://doi.org/10.1016/j.smr.2018.08.004>
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In the fifth part of the text, the authors present knowledge and theory related to how performance of sport marketing can be evaluated. Readers have broad picture of how sport marketing activities and strategies can influence destinations in terms of social, cultural, and environmental factors. Additionally, the authors present sport analytics knowledge that assist readers to understand how sport marketing success can be measured and analysed. Specifically, readers can discover how sport marketing strategy can create a long-term impact on people and communities, and the methods and parameters to measure sport impact and legacies.

In conclusion, this textbook provides readers with an expanded view of sport marketing theory by focusing on novel concepts that go beyond the traditional fundamental aspects of sport marketing. The new concepts are useful for readers who are sport marketers, undergraduate and graduate students, and even scholars who wish to apply novel theory to their current research. Overall, the book is clear and offers a thorough understanding of innovative sport marketing concepts. The use of case studies in each chapter further assists readers to comprehend the theoretical concepts and to practically apply those theories.

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Received 31 July 2018

Available online xxx