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The increasing availability of data has transformed the way sports are played, promoted and managed. This is the first textbook to explain how the big data revolution is having a profound influence across the sport industry, demonstrating how sport managers and business professionals can use analytical techniques to improve their professional practice. While other sports analytics books have focused on player performance data, this book shows how analytics can be applied to every functional area of sport business, from marketing and event management to finance and legal services. Drawing on research that spans the entire sport industry, it explains how data is influencing the most important decisions, from ticket sales and human resources to risk management and facility operations. Each chapter contains real world examples, industry profiles and extended case studies which are complimented by a companion website full of useful learning resources. Sport Analytics: A data-driven approach to sport business and management is an essential text for all sport management students and an invaluable reference for any sport management professional involved in operational research.

This established text provides a first course in physics for students on access or foundation programmes and for non-specialist students on degree courses such as biological sciences, chemical sciences, engineering, mathematics and geology for whom physics is a subsidiary subject. The book is also suitable for trainee science teachers and medical students who need to develop a solid background in physics. Physics offers various routes into the subject via independent introductory sections on mechanics, materials, waves and electricity. Assuming no prior knowledge and focusing on the essentials, the text develops sections on fields, electromagnetism, electronics, atomic and nuclear physics, and advanced mechanics and thermodynamics, in a logical and succinct style. Illustrations are used extensively to support theoretical explanations and help readers understand the fundamentals of physics. Now in its fourth edition, Physics contains a new section on rotational dynamics, additional applications features throughout and it has an attractive new layout and design. Key features include: - mathematical exercises and extensive mathematical support - worked examples in every chapter - a glossary of key terms and concepts - chapter objectives and summaries - online resources at www.palgrave.com/foundations/breithaupt, including further case studies and experiments Ideal for use as a class text or for independent study. Physics will help students who are new to the subject to gain confidence in their knowledge and understanding of physics.

We all understand the basic principles underpinning marketing activity: to identify unfulfilled needs and desires and boost demand for the solutions a product is offering. The mantra is always "sell more". De-marketing tries for the very opposite. Why would a company actively try to decrease demand? There are many good reasons to do so: a firm cannot supply large enough quantities, or wants to limit supply to a region of narrow profit margin. Or, crucially, to discourage undesirable customers: those that could be bad for brand reputation, or in the case of the finance sector, high risk. De-marketing can yield effective solutions to these issues, effectively curtailing demand yet (crucially) not destroying it. Nevertheless, the fundamental negativity of de-marketing strategies often causes organisations to hide them from view and, as a result, they are rarely studied. This then is the first book to cast light on the secretive, counterintuitive world of de-marketing, deconstructing its mysteries and demonstrating how to incorporate them into a profit-driven marketing plan. A selection of thought leaders in strategic marketing mix theory with illustrative global cases, providing insight into how these strategies have been employed in practice and measuring their successes and failures. It's a must-read for any student or researcher that wants to think differently about marketing.

Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. Advertising and Branding: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

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