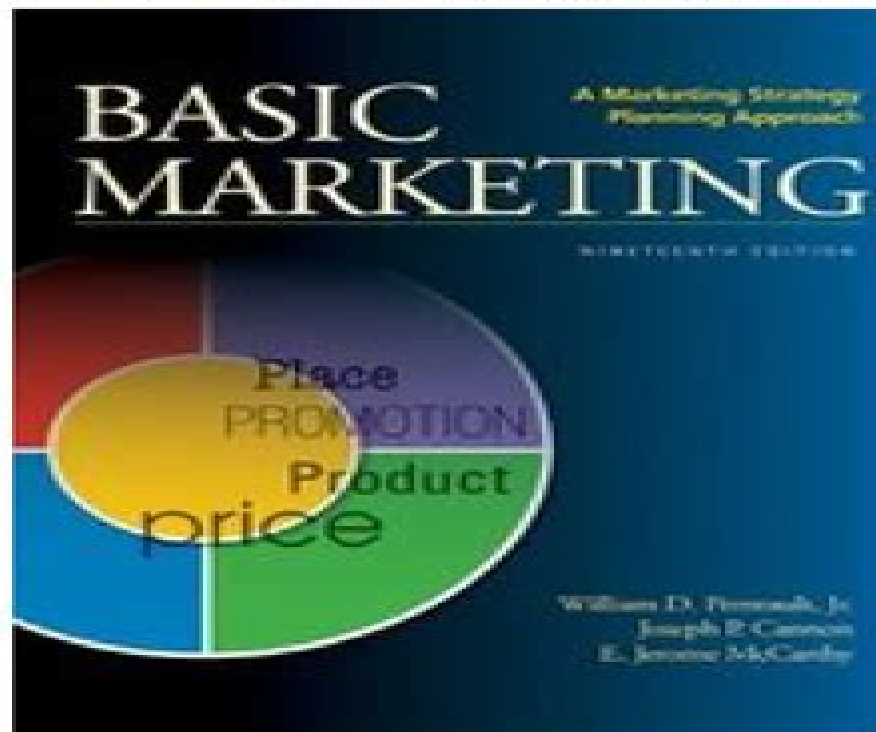


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contains eight new chapters as well as a best practices section at the end of each chapter to illuminate the complex world of sport marketing

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