

## **Marketing Research 6th Edition Burns And Bush**

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Services Marketing  
Basic Marketing Research  
A Cross Section of Nursing Research  
Encyclopedia of Sports Management and Marketing  
Basic Marketing Research Using Microsoft Excel Data Analysis  
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Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications  
A Preface to Marketing Management  
High Acuity Nursing  
The Tobacco Atlas  
Marketing Services and Resources in Information Organizations  
School, Family, and Community Partnerships

### **Marketing Strategy, Text and Cases**

Research in the past five years suggests a bleak picture of the health dangers of smoking, with tobacco the biggest single killer of all forms of pollution. It is estimated that one person dies every ten seconds due to smoking-related diseases. This publication considers the history and current position regarding tobacco use, as well as providing some predictions for the future of the tobacco epidemic upto the year 2050. It contains a number of full-colour world maps and graphics to illustrate the variations between countries and regions. Issues discussed include: tobacco prevalence and consumption; youth smoking; the economics of tobacco farming and manufacturing; smuggling; the tobacco industry, promotion, profits and trade; smokers' rights; legislative action such as smoke-free areas, tobacco advertising bans and health warnings.

### **Services Marketing**

Strengthen family and community engagement to promote equity and increase student success! When schools, families, and communities collaborate and share responsibility for students' education, more students succeed in school. Based on 30 years of research and fieldwork, this fourth edition of a bestseller provides tools and guidelines to use to develop more effective and equitable programs of family and community engagement. Written by a team of well-known experts, this foundational text demonstrates a proven approach to implement and sustain inclusive, goal-oriented programs. Readers will find: Many examples and vignettes  
Rubrics and checklists for implementation of plans  
CD-ROM complete with slides and notes for workshop presentations

## **Basic Marketing Research**

As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. *Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications* explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a necessary resource for business leaders and marketing managers, students and educators, and advertisers looking to expand the reach of their target market.

## **A Cross Section of Nursing Research**

*Marketing Research, 3/e* takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. This book is unique from any other in the market in three significant ways. First, it provides a greater balance between primary and secondary information and the techniques and methods that underpin these two important types of data. Second, it offers in-depth coverage of the critical research tools and skills that will be required of today and tomorrow's marketing researchers and business decision-makers. Third, with its in-depth coverage of secondary research, the practice of customer-based management is highlighted as this book helps students see what real companies are doing for their marketing research. This book provides students a realistic and current view of the practice and importance of marketing research in the business world.

## **Encyclopedia of Sports Management and Marketing**

The *Dictionary of Marketing Communications* contains more than 4,000 entries, including key terms and concepts in the promotion aspect of marketing with coverage of advertising, sales promotion, public relations, direct marketing, personal selling and e-marketing. Growing out of a database of terms compiled over many years by the author for use in his marketing classes at Babson College, this dictionary is a living, growing document reflecting the changing dynamics of the marketing profession. It will be an essential reference to practitioners, managers, academics, students and individuals with an interest in marketing and promotion.

## **Basic Marketing Research Using Microsoft Excel Data Analysis**

For undergraduate marketing research courses. The "nuts and bolts" of marketing research. *Marketing Research* gives students a "nuts and bolts" understanding of marketing research and provides them with extensive information on how to use it. Written at a level first-time marketing research students can understand, this text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

## **The Business of Fashion**

4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## **SELL**

With the rapid development of information and communication technology and increasingly intense competition with other organizations, information organizations face a pressing need to market their unique services and resources and reach their user bases in the digital age. *Marketing Services and Resources in Information Organizations* explores a variety of important and useful topics in information organisations based on the author's marketing courses and his empirical studies on Australian academic librarians' perceptions of marketing services and resources. This book provides an introduction to marketing, the marketing process, and marketing concepts, research, mix and branding, and much more. Readers will learn strategic marketing planning, implementation, and evaluation, effective techniques for promoting services and resources, and effective social media and Web 2.0 tools used to promote services and resources. *Marketing Services and Resources in Information Organizations* is survey-based, theoretical and practical. The advanced statistical techniques used in this book distinguish the findings from other survey research products in the marketing field, and will be useful to practitioners when they consider their own marketing strategies. This book provides administrators, practitioners, instructors, and students at all levels with effective marketing techniques, approaches, and strategies as it looks at marketing from multiple perspectives. Dr. Zhixian (George) Yi is a Leadership Specialization Coordinator and Ph.D. supervisor in the School of Information Studies at Charles Sturt University, Australia. He received a doctorate in information and library sciences and a PhD minor in educational leadership from Texas Woman's University, and he was awarded his master's degree in information science from Southern Connecticut State University. In 2009, he was awarded the Eugene Garfield Doctoral Dissertation Fellowship from Beta Phi Mu, the International Library and Information Studies Honor Society. He was selected for inclusion into *Who's Who in America* in 2010. Examines effective marketing techniques, approaches and strategies Studies marketing from multiple perspectives Empirical-based, theoretical, and practical Systematic and comprehensive

## **Marketing Research**

- The 39 research articles in this collection illustrate a wide variety of models for both quantitative and qualitative nursing research.
- The lines in each article are sequentially numbered, which facilitates classroom discussions by allowing professors and students to pinpoint specific parts of an article.
- The articles have been carefully selected for use with students who are just beginning their study of research methods. The difficulty level will challenge but not overwhelm.
- Factual

Questions at the end of each article draw students' attention to methodologically important points. •Questions for Discussion request students' opinions on unique aspects of each article. •Helps instructors avoid copyright infringement problems. The publisher has paid fees to the copyright holders for permission to include the research articles in this book. • New to this edition: A copy of our Bonus Articles for A Cross Section of Nursing Research booklet is included free of charge. •The research articles are classified under these major headings: •nonexperimental quantitative research •true experimental research •quasi-experimental research •pre-experimental research •qualitative research •combined qualitative and quantitative research •test reliability and validity research •meta analysis. The articles have been drawn from a wide variety of journals such as: •Behavior Modification •Cancer Nursing •Computers in Nursing •Computers, Informatics, Nursing •Health Education & Behavior •Issues in Mental Health Nursing •Journal for Nurses in Staff Development •Journal of Community Health Nursing •Journal of Gerontological Nursing •Journal of Nursing Care Quality •Journal of Pediatric Nursing •Journal of Research in Nursing •Journal of the Society of Pediatric Nurses •Nurse Educator •Nursing Research •Psychological Reports •Public Health Nursing •Rehabilitation Nursing •Research in Nursing & Health •The Journal of Nursing Administration •Western Journal of Nursing Research

### **Marketing Research, International Edition**

A supplement for a variety of junior/senior-level courses in Critical Care or Advanced Med-Surg Nursing courses and others throughout the nursing curriculum. Written by practicing nurses in acute care, this text provides students with a basic understanding of complex patients and the ability to provide nursing care across a variety of settings by using a series of reality-based, self-paced, self-contained modules that focus on multiple system problems frequently encountered in working with high acuity patients. Using a "nuts and bolts" approach, it addresses essentials by using examples, analogies, and metaphors; focuses on concepts and principles that can be applied across practice settings and patient populations; and includes nursing diagnoses. The modules progress from simple to complex and contain pretests and posttests with answers, learning objectives, glossary, abbreviations, and review questions and answers.

### **Marketing Research**

### **Burns' Pediatric Primary Care**

UNDERSTANDING FOOD: PRINCIPLES AND PREPARATION is a best-selling food fundamentals text ideal for an undergraduate course that covers the basic elements of food preparation, food service, and food science. Contemporary and comprehensive in coverage, it introduces students to the variety of aspects associated with food preparation. The Fifth Edition thoroughly explores the science of food through core material on food selection and evaluation, food safety, and food chemistry. Food preparation, classification, composition, selection, purchasing, and storage for a range of traditional food items are discussed, and the various aspects of food service are covered: meal planning, basic food

preparation, equipment, food preservation, and government regulations. A rich illustration and photo program and unique pedagogical features make the information easily understandable and interesting to students. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## **Marketing Research**

This newly revised and updated edition of Media Selling addresses the significant changes that have taken place in media industries over the last few years, while continuing as a seminal resource for information on media sales. A classic in this field, this book has long served students and professionals in broadcasting and media industries as an indispensable tool for learning, training, and mastering sales techniques for electronic media. Addresses the unprecedented consolidation and sweeping change faced by media industries in recent years, and now features greatly expanded coverage of the Internet, including video streaming and the impact of social network sites. Covers a broad span of media industries and issues, including: electronic media, newspapers, magazines, outdoor/billboard promotion, sales ethics, emotional intelligence, and interactive media selling. Fully updated to include much greater focus on national and international media sales issues, as well as expanded coverage of network-level selling, product placement, sales promotion use of market data.

## **Media Selling**

Now in its 5th edition, the critically acclaimed Nutritional Foundations and Clinical Applications, A Nursing Approach offers you a comprehensive, first-hand account of the ways in which nutrition affects the lives of nursing professionals and everyday people. Discussions on nutritional needs and nutritional therapy, from the nurse's perspective, define your role in nutrition, wellness, and health promotion. The dynamic author team of Grodner, Roth, and Walkingshaw utilizes a conversational writing style, and a variety of learning features help you apply your knowledge to the clinical setting. Content updates, specifically to the Dietary Guidelines for Americans 2010, an online resource, a new logical organization, and much more prepare you to handle the challenges you face with ease. Emphasis on health promotion and primary prevention stresses the adoption of a healthy diet and lifestyle to enhance quality of life. Content Knowledge and Critical Thinking/Clinical Applications case studies reinforce knowledge and help you apply nutrition principles to real-world situations. Cultural Considerations boxes discuss various eating patterns related to ethnicity and religion to help you understand the various influences on health and wellness. Personal Perspective boxes demonstrate the personal touch for which this book is known, and offer first-hand accounts of interactions with patients and their families. Health Debate and Social Issue boxes explore controversial health issues and encourage you to develop your own opinions. Teaching tool boxes provide tips and guidance to apply when educating patients. Website listings with a short narrative at the end of every chapter refer you to additional online resources. Updated content to Dietary Guidelines for Americans 2010 keeps you current. Additional questions added to case studies in the Nursing Approach boxes help you focus on practical ways you can use nutrition in practice. Study tools on Evolve present virtual case studies and additional

questions with instant feedback to your answers that reinforce your learning. Online icons throughout the text refer you to the NEW Nutrition Concepts Online course content. A logical organization to updated and streamlined content lets you find the information you need quickly.

## **Essentials of Marketing Research, 2nd Edition with SPSS 17.0**

### **The African-American Odyssey**

Get a comprehensive foundation in children's primary care! Burns' Pediatric Primary Care, 7th Edition covers the full spectrum of health conditions seen in primary care pediatrics, emphasizing both prevention and management. This in-depth, evidence-based textbook is the only one on the market written from the unique perspective of the Nurse Practitioner. It easily guides you through assessing, managing, and preventing health problems in children from infancy through adolescence. Key topics include developmental theory, issues of daily living, the health status of children today, and diversity and cultural considerations. Updated content throughout reflects the latest research evidence, national and international protocols and standardized guidelines. Additionally, this 7th edition been reorganized to better reflect contemporary clinical practice and includes nine new chapters, revised units on health promotion, health protection, disease management, and much, much more! Four-part organization includes 1) an introductory unit on the foundations of global pediatric health, child and family health assessment, and cultural perspectives for pediatric primary care; 2) a unit on managing child development; 3) a unit on health promotion and management; and 4) a unit on disease management. UNIQUE! Reorganized Unit - Health Supervision: Health Promotion and Health Protection - includes health promotion and health protection for developmentally normal pediatric problems of daily living and provides the foundations for health problem management. UNIQUE! Reorganized Unit - Common Childhood Diseases/Disorders has been expanded to sharpen the focus on management of diseases and disorders in children. Comprehensive content provides a complete foundation in the primary care of children from the unique perspective of the Nurse Practitioner and covers the full spectrum of health conditions seen in the primary care of children, emphasizing both prevention and management. In-depth guidance on assessing and managing pediatric health problems covers patients from infancy through adolescence. UNIQUE! Practice Alerts highlight situations that may require urgent action, consultation, or referral for additional treatment outside the primary care setting. Content devoted to issues of daily living covers issues that are a part of every child's growth - such as nutrition and toilet training - that could lead to health problems unless appropriate education and guidance are given. Algorithms are used throughout the book to provide a concise overview of the evaluation and management of common disorders. Resources for providers and families are also included throughout the text for further information. Expert editor team is well-versed in the scope of practice and knowledge base of Pediatric Nurse Practitioners (PNPs) and Family Nurse Practitioners (FNPs). NEW! Nine new chapters include: Unique Issues in Pediatrics Genetics and Child Health Environmental Issues Children with Special Healthcare Needs Developmental Management of Newborns Intentional and Unintentional Injuries: Injury Prevention and Child Maltreatment

Perinatal Disorders Developmental, Behavioral and Mental Health Disorders NEW! Updated content throughout reflects the latest developments in our understanding of disease processes, disease management in children, and current trends in pediatric healthcare including Bright Futures and Healthy People 2020.

## **Social Marketing**

This work provides a foundation in the statistics portion of nursing. Topics expanded in this edition include reliability analysis, path analysis, measurement error, missing data, and survival analysis.

## **Marketing Research**

An application-oriented guide to marketing research. It explores the research tools and skills required of market researchers and business decision-makers, highlighting the practice of customer-based management. This edition features a new chapter on information technology and marketing research.

## **Marketing Theory and Applications**

The African-American Odyssey is a compelling story of agency, survival, struggle and triumph over adversity. The authors highlight what it has meant to be black in America and how African-American history is inseparably woven into the greater context of American history. The text provides accounts of the lives of ordinary men and women alongside those of key African-Americans and the impact they have had on the struggle for equality to illuminate the central place of African-Americans in U.S. history more than any other text.

## **Dictionary of Marketing Communications**

The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to consider their ethical and social obligations to their customers. The rise of the consumerist movement has encouraged further research and development on the topic of consumerism, enabling business to succeed in a consumer-driven market. Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices features research on diverse topics on consumerism in the global marketplace, focusing on the ways in which businesses can improve their relationships with customers as well as analyze and influence purchasing behavior. As a comprehensive reference source on topics pertaining to consumer management, identity, and behavior, this publication is intended for use by marketing professionals, business managers, students, and academicians.

## **New Venture Creation**

Marketing Research provides comprehensive information on both the quantitative methods used in marketing research and the many considerations a manager faces when interpreting and using market research findings. Marketing research hot topics are featured, including competitive intelligence, published secondary

data and the Internet, and marketing research suppliers and users. Each chapter helps you explore ethical dilemmas related to the topics discussed, the uses and needs for marketing research across business functions, and how to use the Internet to gather marketing research data in an efficient, cost-effective manner. By focusing on the managerial aspects of marketing research, this book provides you with both the tools to conduct marketing research, as well as those to interpret the results and use them effectively as a manager.

### **Nutritional Foundations and Clinical Applications - E-Book**

For undergraduate marketing research and marketing data analysis courses. Providing a hands-on approach to marketing research, this book fills the need for a marketing research text that presents concepts simply, illustrates them vividly, and applies them in real life marketing situations.

### **Book Review Index**

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Marketing Research gives readers a “nuts and bolts” understanding of marketing research and provides them with extensive information on how to use it. This text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

### **Munro's Statistical Methods for Health Care Research**

### **Understanding Food: Principles and Preparation**

A core textbook for creating a successful business plan which looks at everything a budding entrepreneur needs to consider to have the best chance of launching a successful new venture. It is a very practical text and progressively builds a roadmap towards the creation of an effective business plan.

### **Understanding Nursing Research**

Successful social marketing holds the power to change the world. For almost two decades, Social Marketing: Behavior Change for Social Good has been the definitive guide for designing and implementing memorable social marketing campaigns. Bestselling authors Nancy R. Lee and Philip Kotler present a proven 10 Step Strategic Social Marketing Planning Model and guides students and practitioners through each stage of the process. The new Sixth Edition is packed with more than 25 new cases and dozens of new examples related to today's most pressing social problems including the opioid epidemic, climate change, youth suicide, and more. The new edition also includes significantly expanded coverage of social media. Whether you are on a mission to improve public health, protect the environment, or galvanize their community, you will find Social Marketing an

invaluable resource.

## **Health Care Management**

Research-based content provides insight on the organization and operation of textiles, apparel, accessories and home fashion companies, as well as the effect of technological, organizational and global changes on every area of the business.

## **Statistics for Marketing and Consumer Research**

BASIC MARKETING RESEARCH, 9E balances a reader-friendly approach with an ideal level of coverage. The authors introduce two dominant approaches to gathering marketing information: marketing analytics on data that exist within the firm and customer insights gathered for a specific purpose. The book merges these approaches in an ongoing example in the analysis section. Readers review data from multiple sources, including consumer communication and consumer behavior observed through technology. An overview details how organizations obtain and use data today. Readers learn how interactions among parts of the research process give managers and researchers confidence in the results. Readers review the information-gathering function from the perspectives of researchers who gather information and marketing managers who use it. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## **Basic Marketing Research**

### **Shortell and Kaluzny's Healthcare Management: Organization Design and Behavior**

Balancing simplicity with technical rigour, this practical guide to the statistical techniques essential to research in marketing and related fields, describes each method as well as showing how they are applied. The book is accompanied by two real data sets to replicate examples and with exercises to solve, as well as detailed guidance on the use of appropriate software including: - 750 powerpoint slides with lecture notes and step-by-step guides to run analyses in SPSS (also includes screenshots) - 136 multiple choice questions for tests This is augmented by in-depth discussion of topics including: - Sampling - Data management and statistical packages - Hypothesis testing - Cluster analysis - Structural equation modelling

### **Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices**

## **Market Research**

Thoroughly revised and updated, MARKETING STRATEGY, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth

edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## **Introduction to Advertising and Promotion**

Provide the best possible nursing care to children and their families, no matter what their condition. This one-of-a-kind resource equips you with detailed information on commonly encountered pediatric diseases, medical and surgical conditions, and disorders, with separate sections devoted to diagnostic tests, outpatient procedures, and surgeries. Its compact, A-to-Z format is designed for ease of use in busy settings - perfect for quick reference when working with patients! Portable size and straightforward, alphabetical organization are designed for quick, convenient, on-the-spot reference. Consistent format throughout lets you easily locate necessary information, including pathophysiology, incidence, clinical manifestations, complications, laboratory and diagnostic tests, medical or surgical management, nursing assessment, diagnoses, and interventions, discharge planning and home care instructions, client outcomes, and references. The book is divided into three main parts covering 87 medical and surgical conditions, 12 topics related to diagnosis and procedures, and 16 helpful appendices. New chapters address autism spectrum disorders, chronic lung disease of infancy, Type 2 Diabetes, Down Syndrome, Fragile X Syndrome, overweight and childhood obesity, and Turner Syndrome. New appendices offer helpful information on mental health, non-accidental trauma, and palliative care. Updated charts and references in the appendices - specifically growth charts and immunization information - reflect current practice. Expanded content is provided on community resources.

## **Mosby's Pediatric Nursing Reference - E-Book**

## **Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications**

This practical guide focuses on the role of the manager in health care organizations, providing a systematic, integrative treatment of individual, group and organization issues. This new edition includes cutting-edge topics such as multi-institutional settings, negotiation and bargaining, ethical issues and technological innovation. The focus in this edition is more on practical applications than theory. Mini-cases, discussion questions, managerial guidelines and problem exercises are also contained in the book.

## **A Preface to Marketing Management**

This is a Pearson Global Edition. The Pearson Editorial team worked closely with educators around the world to include content especially relevant to students outside the United States. For undergraduate marketing research courses. The nuts and bolts of marketing research. Marketing Research gives students a nuts and bolts understanding of marketing research and provides them with extensive information on how to use it. Written at a level first-time marketing research students understand, this text provides the basic fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts. The sixth edition now includes new case ideas contributed from innovative professors (5 of them with international authorship), updated insight from industry professionals, and current information on how marketing research is being practiced today.

### **High Acuity Nursing**

Preface to Marketing Management can be used in a wide variety of settings. Integrating E-commerce topics throughout, as well as analyses of proven teamwork techniques and strategies, this flexible and concise book provides the reader with the foundations of marketing management while allowing room for the instructor to use outside readings, Web research, and other resources to build knowledge.

### **The Tobacco Atlas**

Completely updated to address the challenges faced by modern health care organizations, the sixth edition of SHORTELL AND KALUZNY'S HEALTH CARE MANAGEMENT: ORGANIZATION DESIGN AND BEHAVIOR offers a more global perspective on how the United States and other countries address issues of health and health care. Written by internationally recognized and respected experts in the field, the new edition continues to bring a systemic understanding of organizational principles, practices, and insight to the management of health services organizations. Based on state-of-the-art organizational theory and research, the text emphasizes application and challenges you to provide a solution or a philosophical position. Coverage includes topics ranging from pay for performance and information technology to ethics and medical tourism and expands upon a major theme of the fifth edition: health care leaders must effectively design and manage health care organizations while simultaneously influencing and adapting to changes in environmental context. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

### **Marketing Services and Resources in Information Organizations**

This leading textbook of nursing research, written by two of the most renowned experts in the field, is now published in full-colour, and this, the 4th edition has now been updated throughout to reflect today's evidence-based practice.

### **School, Family, and Community Partnerships**

"This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers"--

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