



Sports Marketing Resource

Electronic Resources

[ABI / Inform \(Proquest\)](#)

[Business Source Complete](#)

[IBIS World](#)

[Mintel Reports](#)

[Physical Education Index \(CSA Illumina\)](#)

[Regional Business News](#)

[SportDiscus \(EBSCO Publishing \(Firm\)\)](#)

[Standard & Poor's Net Advantage](#)
equivalent to Standard & Poor's Industry Surveys

Periodicals

International Journal of Sports Marketing & Sponsorship

[Electronic Resource](#)

Sports Marketing Quarterly

[Moody Periodical & Electronic Resource](#)

Reference

Sports Factfinder

Ref [GV 567 .C42 2005](#)

Handbook of Sports Studies

Ref [GV 558 .H36 2000](#)

Collins Dictionary of Marketing

Ref [HF 5412 .D69x 2003](#)

Dictionary of Marketing Terms

[Electronic Resource](#)

The Blackwell Encyclopedic Dictionary of Marketing

[Electronic Resource](#)

Physical Education Index (Annual)

Ref [GV 201 .P59](#)

Sports Market Place Directory

Ref [HD 9992 .U5 S667](#)

Standard & Poor's Industry Surveys

Ref Desk [HC 106.6 .S74](#)

The International Dictionary of Marketing

Ref [HF 5415 .Y23 2002](#)

Books

Brooks, Christine. *Sports Marketing: Competitive Business Strategies for Sports.*

Moody Gral [GV 716 .B76 1994](#)

Graham, Stedman. <i>The Ultimate Guide to Sports Marketing</i> . 2 nd ed.	Moody Gral GV 713 .G62 2001
McDonald, Mark A. <i>Cases in Sport Marketing</i>	E-Book
Mullin, Bernard J. <i>Sport Marketing</i> . 2 nd ed.	Moody OVZ GV 716 .M85 2000
Pitts, Brenda G. <i>Fundamentals of Sport Marketing</i> .	Moody Gral GV 716 .P58 1996
Rein, Irving J. <i>The Elusive Fan : Reinventing Sports in a Crowded Marketplace</i> .	Moody Gral GV 716 .R45 2006
Schaff, Phil. <i>Sports Inc.: 100 Years of Sports Business</i> .	Moody Gral GV 716 .S315 2004

Articles

all articles cited listed below are available in full text through BU databases

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Chadwick, Simon. "Dispelling Sports Marketing Myths." [International Journal of Sports Marketing & Sponsorship](#) 7.2 (2006): 95. SportDiscus.

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"Sport Marketing Around the World." [Sport Marketing Quarterly](#) 15.3 (2006): 190-192. Business Source Complete. (Column is featured in every issue, check back issues).

Stevens, Julie, Lathrop, Anna and Bradish, Cheri. "Tracking Generation Y: A Contemporary Sport Consumer Profile." [Journal of Sport Management](#) 19.3 (2005): 254-278. Business Source Complete.