



Perspektiven des Sportsponsoring (Sportpsychologie) (German Edition)

Jens-Uwe Babin

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Sportsponsoring hat sich zu einem kontrovers diskutierten und genutzten Kommunikations- und Finanzierungsinstrument bei Wirtschaft, Medien und Sport entwickelt. Das Buch zeigt die Ursachen auf und gibt gleichzeitig Antworten auf die Frage, wie Sportsponsoring trotz unterschiedlicher Voraussetzungen und divergierender Interessen von den Beteiligten allseits erfolgreich eingesetzt werden kann. Zugleich werden aus den sich abzeichnenden Entwicklungstendenzen im Sport und in der Gesellschaft interessante Rückschlüsse auf die weitere Entwicklung des Sportsponsoring gezogen. Das Buch liefert damit gleichermaßen aufschlußreiche Erkenntnisse für die Entscheidungsträger aus Wirtschaft, Medien und Sport.

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