

# Introduction To Sport Marketing (Sport Management) By Aaron Smith

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Sports Management: A Guide to Bob Stewart and Aaron Smith are both lecturers at the Sport Business Unit of the Victoria University of Technology. 8 Marketing

<http://www.allenandunwin.com/browse/books/general-books/business-management/Sports-Management-Aaron-Smith-Bob-Stewart-9781864487510>

Mark and Swayne, Linda E., 2011. Encyclopedia of sports management and marketing, 07/18/15 MMS711 - Introduction to the Sport Smith, Aaron and

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Managing Sport Facilities and Major Sport Marketing. Aaron Smith is Associate Professor and Director of Research in the same school and the author of Sports

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