

# SPORT MARKETING

A Canadian Perspective



O'Reilly | Seguin

Announcing the publication of ***Sport Marketing: A Canadian Perspective***, 1st Edition, by Norm O'Reilly and Benoit Seguin. This first edition illustrates the basic principles with real-world cases and examples drawn from Canadian experience, and with the end goal of providing students with a tool-box of useful tactics, frameworks, models and knowledge to support their career or future learning in sport marketing. This book is ground-up Canadian with Canadian expert contributors and content covering hot topic such as sponsorship, ambush Marketing, and Olympic Marketing. The book is supported by a student website at <http://www.sportmarketing.nelson.com/student/> that contains questions for self-study, Flashcards, Glossary, and more! **If you have not yet received your copy, or if you would like additional information about this new text or its supplementary material, please email Kathaleen McCormack, Marketing Manager of Nelson Education Limited at:** [kathaleen.mccormick@nelson.com](mailto:kathaleen.mccormick@nelson.com)