



# Dream Jobs in Sports Marketing (Great Careers in the Sports Industry (Rosen))

*Heather Moore Niver*

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For those who are interested in sports, and those interested in the nonphysical marketing side of sports, this book offers an exhilarating look at the people who make the glitz and glamor happen. Athlete-endorsed products, Times Square billboards, and sports video games, sports marketers are the savvy professionals who help spread the word about major athletes, teams, and events. Additionally, there are many facets and areas of sports marketing that appeal to a range of different personality types. This book will inform readers of the various aspects of sports marketing, allowing great insight to those interested about where they may fit in this exciting and energizing industry.

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