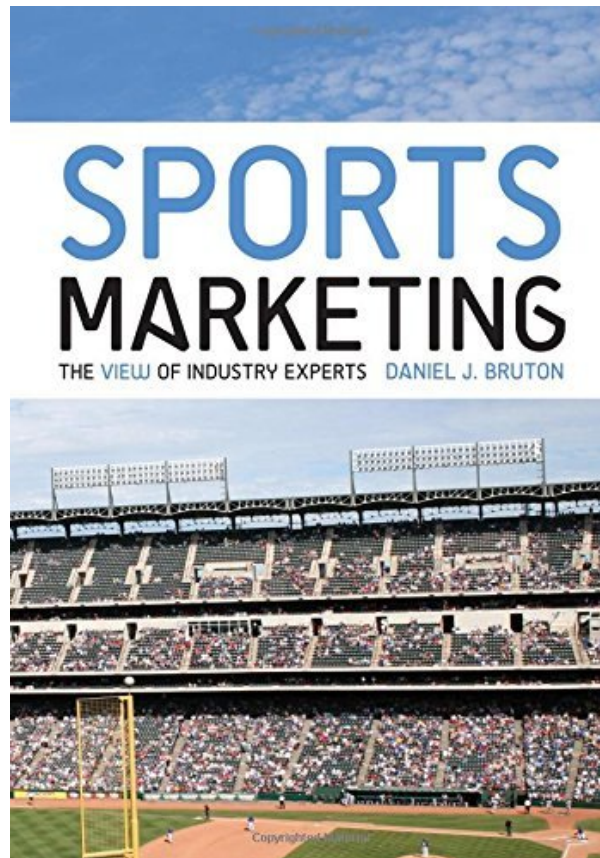


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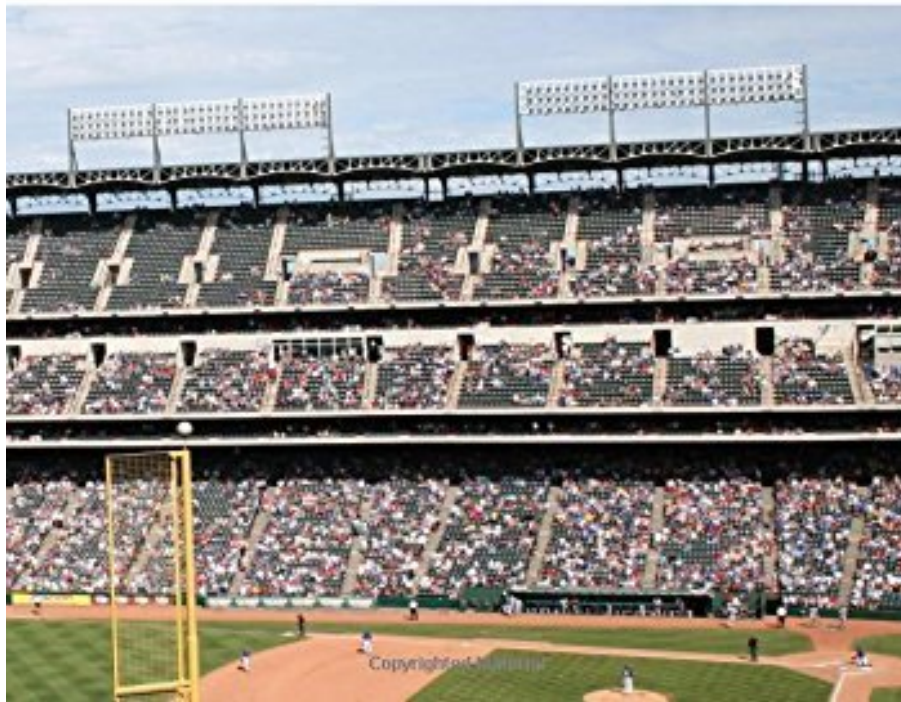
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Each new print copy includes Navigate 2 Advantage Access that unlocks a comprehensive and interactive eBook, student practice activities and assessments, a full suite of instructor resources, and learning analytics reporting tools. The world of sports marketing can be both exciting and challenging when working with high-level endorsements, licensing agreements, and high profile clients. In *Sports Marketing: The View of Industry Experts*, readers get a behind the scenes look at industry leaders as they discuss how they achieved their position, what their daily schedules look like, and what interesting projects and challenges are currently upon them. Through these bios, readers will hear directly from some of the most influential and successful people in the business and learn firsthand about the different opportunities available within the wide field of sports marketing, as well as a look at the fundamentals of the positions described. **Key Features:** - Each chapter opens with an interview of a leading authority in the industry that provides a behind the scene look at the many opportunities available in sports marketing - Readers hear directly from some of the most influential and successful people in the business - Features a unique chapter on Sport Licensing and details the many layers of licensing and its importance in this industry - A robust pedagogy provides informative case studies, review questions and examples from the industry With Navigate 2, technology and content combine to expand the reach of your classroom. Whether you teach an online, hybrid, or traditional classroom-based course, Navigate 2 delivers unbeatable value. Experience Navigate 2 today at [www.jblnavigate.com/2](http://www.jblnavigate.com/2)

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