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EVENT SPONSORSHIP (HARDBACK)



Taylor Francis Ltd, United Kingdom, 2013. Hardback. Book Condition: New. 248 x 178 mm. Language: English . Brand New Book. This introduction to Event Sponsorship provides students with an essential understanding of the important role of sponsorship in an event, how this can be gained and successfully managed to the benefit of both the sponsor and sponsee. The text starts with an investigation of the origins of sponsorship and then considers all important elements of Events sponsorship management. It considers...

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- Authored by Ian McDonnell, Malcolm Moir
- Released at 2013



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Reviews

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