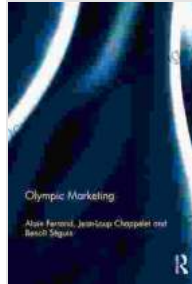


Olympic Marketing: The Essential Guide to Boosting Your Brand at the World's Largest Sporting Event



Olympic Marketing by Alain Ferrand

★★★★★ 5 out of 5

Language : English
File size : 8852 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 298 pages



About the Book

The Olympic Games are the world's largest sporting event, with a global audience of billions. For brands, the Olympics represent a unique opportunity to reach a massive audience and boost their brand awareness, image, and sales.

Olympic Marketing: The Essential Guide to Boosting Your Brand at the World's Largest Sporting Event provides everything you need to know about Olympic marketing, from the basics of sponsorship and partnership to the latest trends in digital and social media marketing.

Written by Alain Ferrand, a leading expert in Olympic marketing, this book is the definitive guide to helping you make the most of your Olympic marketing investment.

Key Features

- Covers all aspects of Olympic marketing, from sponsorship and partnership to digital and social media marketing
- Written by Alain Ferrand, a leading expert in Olympic marketing
- Provides practical advice and case studies from real-world Olympic marketing campaigns
- Helps you develop a successful Olympic marketing strategy that will boost your brand's awareness, image, and sales

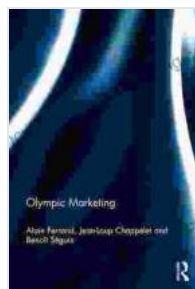
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