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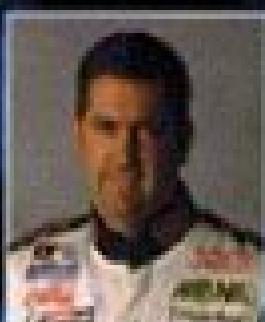
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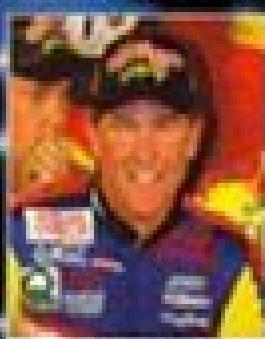
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Annual Superstars Of Nascar

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TV Guide Stephen F. Hofer,2006 This book looks at the origins and growth of television through the pages of TV Guide and covers the complete run of this American icon from the first guides in 1953 to the last issue in guide format on October 9 2005 It includes full color reproductions of every cover ever printed and is both a collector s guide with pricing included and a retrospective view of the medium

Sport Marketing

Bernard James Mullin,Stephen Hardy,William Anthony Sutton,2007 This student text provides a foundation of theory and principles for those seeking sports management position It provides an overview of the reasons and foundations for sport marketing as well as theoretical and research issues and why market segmentation is important

The Encyclopedia of Stock Car Racing

Frank Moriarty,1998 Stock car racing is one of the fastest growing spectator sports in the United States both at the track and on television Veteran journalist Frank Moriarity s A to Z guide to the high octane sport covers its history participant interviews alphabetical listings for major personalities places and machines and a glossary of stock car terminology 225 color and bandw photos and illustrations

F & S Index United States Annual

Encyclopedia of Sports

Management and Marketing Linda E. Swayne,Mark Dodds,2011-08-08 This four volume set introduces on the management side principles and procedures of economics budgeting and finance leadership governance communication business law and ethics and human resources practices all in the sports context On the marketing side this reference resource explores two broad streams marketing of sport and of sport related products promoting a particular team or selling team and sport related merchandise for example and using sports as a platform for marketing non sports products such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament Together these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today providing an invaluable print or online resource for student researchers

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celebrations astronomical phenomena festivals anniversaries birthdays special events and traditional observances of all kinds Line drawings throughout *Chase's Annual Events* Chase,1989 *The Pocono Mountains - Insiders' Guide* Janet Bregman-Taney,Kenneth R. Clark,2003 Heart shaped honeymoon suites may still come to mind when the word Poconos is mentioned but the area is much much more Learn about the great antiquing winter sports summer fishing music festivals craft shops charming inns and fine dining in this area of rolling hills and friendly faces Maps Photos **Chase's Calendar of Events 2003** Chase's Editors,Contemporary Books,2002-09 For almost 50 years this calendar has answered who what where and when for professionals who need to know such as event planners broadcasters librarians and advertisers Chase s covers traditional and whimsical observances of all kinds holidays anniversaries birthdays and more In all it has more than 12 000 entries *Recruiter Journal* ,1996 **Chases' Calendar of Annual Events** ,1979 Congressional Record United States. Congress,2003 **Rock Stars Encyclopedia** Dafydd Rees,Luke Crampton,1999 Presents year by year chronologies of influential artists from the past fifty years *Norfolk and Western Magazine* ,1982 **1996 Comic Book Index** Johnny Lauck,John R. G. Barrett,1996 Hoover's MasterList of Major U.S. Companies ,1997 **The Insiders' Guide to the Pocono Mountains** Brian Hineline,Leona A. Maxwell,1997-08

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