



# Global Sport Marketing: Sponsorship, Ambush Marketing, and the Olympic Games

*Norm O Reilly, Richard W. Pound, Rick Burton, Benoît Séguin, Michelle Brunette*

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As sport marketing matures, as social technologies advance, and as the Olympic Games cement their position as the largest and most important mega-event in the world, marketers everywhere are increasing their sophistication in using the Olympic platform to achieve their objectives. Indeed, whether official sponsor or ambusher, marketers everywhere are expanding their interest in those few special platforms like the Olympic Games that enable them to reach the masses in very customized ways. The vastly changing importance of the Olympic Games as a global marketing vehicle, combined with the growing knowledge and emerging practical realities around ambush marketing, inspired this team of distinguished scholars and practitioners to write *Global Sport Marketing: Sponsorship, Ambush Marketing, and the Olympic Games*. The authors' experiences bring a unique and varied perspective to this textbook. Their experiences include positions with international and national sport organizations, the International Olympic Committee, national Olympic committees, international federations, marketing agencies, sponsors of sport, and much more. Whether you are a student of marketing or a practitioner in the field, this book provides knowledge, context, and tools to help you in your career.

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