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In terms of responding to higher fan expectations, it is claimed that in order to attract fans to live events, sports venues have been forced to change their identity and make use of

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innovations in entertainment and technology including giant screens showing video replays, 'stadium-shaking rock and hip hop music to break up innings, diverse menu options, or an array of blinking lights, radar readouts, and executive suites'.

The elusive fan: Reinventing sports in a crowded ...

The Elusive Fan by Rein, Kotler and Shields is a welcome contribution to the growing body of work on the marketing of sport, essentially a survival guide for sports properties looking to reconnect...

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The Elusive Fan: Reinventing Sports in a Crowded Marketplace The Definitive Playbook for Transforming Sports The Elusive Fan is a groundbreaking guide to engaging and retaining today's fragmented, ever-shifting, and demanding sports fans. The sports industry is booming like never before.

So What is This About? - The elusive fan

Rein and his associates start out from the premise that the sports world is changing for a multitude of

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Reasons including: increased competition for the fans attention and money, the decreasing social aspects of going to the ballgame, and technology that means fans don't have to physically go to the game to watch it, along with the increasingly individualized nature of sports itself presents a major challenge to those who make a living off of live game attendance.

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The Elusive Fan: Reinventing Sports in a Crowded ...

sports are a multibillion-dollar global business that will continue to grow by leaps and bounds into the foreseeable future. the bad news is: it's never been harder to attract, engage, and retain the sports fan. today's sports fans are bombarded by choices. traditional sports, such as baseball, football, and basketball, compete for

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fans' dollars with snowboarding, lacrosse, pokereven paintball ...
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In 2006 Rein and Kotler worked with Ben Shields to examine modern sports marketing and communication in The Elusive Fan: Reinventing Sports in a Crowded Marketplace. In 2014, Rein and Shields partnered with Adam Grossman

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to analyze the future of leadership in the sports industry with "The Sports Strategist: Developing Leaders for a High-Performance Industry".

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