

The Elusive Fan Reinventing Sports In A Crowded Marketplace By Ben Ryan Shields

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The Elusive Fan may be about sports, but the principles and strategies the authors discuss can be applied to any sector in the world of business. I am in the film and entertainment industry and have benefited greatly from the innovative concepts The Elusive Fan develops.

The Elusive Fan Reinventing 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. At all levels, from professional and high school to college and club, revenues are reaching previously unimaginable heights.

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Irving Rein is a Professor of Communication Studies at Northwestern University.He is the author of many books on effective communication strategies and marketing. In 1993 he joined with Philip Kotler and Donald Haider to write about place marketing.In 2006 Rein and Kotler worked with Ben Shields to examine modern sports marketing and communication in The Elusive Fan: Reinventing Sports in a ...

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The Elusive Fan: Reinventing Sports in a Crowded Marketplace. New York, McGraw Hill, 2006. 2 Kenneth W. Harris is Secretary of the World Future Society and Chairman of The Consilience Group LLC, a Bethesda, MD, futurist consulting company. He is the author

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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 fans' dollars with snowboarding, lacrosse, poker...even paintball.

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