## CONTENTS

|        | List of figures   | V11: |
|--------|---|------|
|        | List of tables  | ix   |
|        | Notes on contributors   | >    |
|        | Acknowledgements  | XX   |
|        |   |      |
|        | Introduction  | 1    |
| 0 1    |   |      |
| Case 1 | Bringing the National Football League's Super Bowl to the big stage: the marketing and business aspects of Super Bowl XLVII Ricard W. Jensen          | 5    |
| Case 2 | Rivalry in the German Bundesliga: opportunities for and threats to marketing football Sebastian Uhrich, Johannes Berendt and Joerg Koenigstorfer      | 12   |
| Case 3 | If the quenelle is racist, then 'all priests are paedophiles' and pineapples will be banned<br>Gaye Bebek, Stephen Castle and Eva Kipnis              | 20   |
| Case 4 | The Sochi Winter Olympic Games and their sports tourism and events management potential for the Russian Federation Robert Kaspar and Benedikt Wallner | 29   |
| Case 5 | Super League Magic Weekend: using events to engage rugby league fans new and old<br>Leah Gillooly   | 35   |
| Case 6 | Paris Saint-Germain: a new brand to dream even bigger<br>Boris Helleu and Nicolas Scelles   | 45   |

| Case 7  | "Celebrification": a case study of Lolo Jones<br>Kwame J. A. Agyemang   | 50  |
|---------|---|-----|
| Case 8  | End of the road: why the Istanbul F1 Grand Prix came to<br>a screeching halt<br>Cem Tinaz, Douglas Michele Turco and James Santomier    | 55  |
| Case 9  | How did a small-town ice hockey club become a European<br>Trophy winner? The case of Jyväskylä Ice Hockey Club, Finland<br>Aila Ahonen  | 67  |
| Case 10 | The strategic repositioning of Olympique Lyonnais: towards a<br>new business model<br>Aurélien François and Emmanuel Bayle              | 72  |
| Case 11 | Social media and media management  Raymond E. Boyle   | 79  |
| Case 12 | The death of Colonel Reb<br>Charles M. Carson and Darin W. White  | 83  |
| Case 13 | Any publicity is good publicity? Nike's controversial campaigns and management of celebrities Stephen Castle and Gaye Bebek             | 87  |
| Case 14 | Strategic repositioning of CONCACAF: rebuilding trust in the 'beautiful game'  Aaron Burks, Michael M. Goldman and Nola Agha            | 97  |
| Case 15 | The Canadian sport delivery system: challenges facing recreational sport  Jonathon Edwards, Charlene Shannon-McCallum, and Terri Byers  | 107 |
| Case 16 | Selling the rights to broadcast football games in Europe: the controversy still continues  Jon Guest                                    | 115 |
| Case 17 | Leveraging the benefits of sport sponsorship: a global brand's local engagement through sport sponsorship  Adam Jones and John Nauright | 124 |
| Case 18 | Impacts of an international motorsport event on a small Caribbean island  Cristina Jönsson  | 131 |
| Case 19 | MK Dons FC and AFC Wimbledon: moving the goalposts and rising from the ashes  David Cook and Christos Anagnostopoulos                   | 138 |



| Case 20 | How to spend 20 years filling up the stadium, and then lose fans in 4 years  Alexey Kirichek   | 148 |
|---------|--|-----|
| Case 21 | When sponsorship turns sour in elite sport Maria Hopwood and Hamish McLean   | 163 |
| Case 22 | Designing policies and strategies to safeguard, conserve<br>and reclaim/reuse water resources at sport facilities<br>Cheryl Mallen, Chris Chard, Adel Mansurov and<br>Courtney Keogh | 171 |
| Case 23 | The football World Cup 2014<br>Gerd Nufer  | 183 |
| Case 24 | 'A tale of two 9's': the business of golf Richard E. Oddy  | 190 |
| Case 25 | PyeongChang 2018 marketing: the new horizon for<br>the Winter Olympics<br>Jiyoon Oh and Alain Ferrand  | 195 |
| Case 26 | The National Football League in London  Adrian Pritchard   | 209 |
| Case 27 | 'We don't do walking away' Balwant Samra, Stephen Castle and Gaye Bebek  | 218 |
| Case 28 | Red Bull in energy drinks and football<br>Sten Söderman  | 234 |
| Case 29 | Development of a professional football league in Singapore: a sinking or successful league?  Donna Wong  | 245 |
|         | Index  | 255 |

