



Legal aspects of marketing and eventmanagement

By Christoph Lam

GRIN Verlag Jun 2008, 2008. Taschenbuch. Book Condition: Neu. 223x149x17 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Sport - Sport Economics, Sport Management, University of Göttingen (Institut für Sportwissenschaften), course: Sportveranstalter und Marketing, 16 entries in the bibliography, language: English, abstract: Today s sport manager or administrator do not only have to be familiar with the process of management, but also need a knowledge of sport and the people involved with it. They are required to have management skills as well as a feeling for the business, which includes legal aspects. All kind of sport institutions or manifestation are influenced by legal aspect settings by constitutional / public law, federal civil rights, federal constitutions or contracts. Especially the wide range of opportunities of event management and marketing always leads to potential problems which are covered by legislation. Organizers and managers are often unaware of all essential legal duties when they are preparing and drafting a marketing plan. Many of them search specialist advice from lawyers, safety experts, and others with specific expertise in the areas they are unsure about. The risks of ignoring the duties...



READ ONLINE
[5.13 MB]

Reviews

An extremely amazing book with lucid and perfect reasons. It is actually written in easy words and phrases and never confusing. Your life period will likely be transformed the instant you fully look over this ebook.

-- **Tracy Keeling**

This publication can be worth a read through, and far better than other. It normally will not charge too much. Your life period will likely be enhanced as soon as you comprehensively read this article pdf.

-- **Joyce Boyle**