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the sports and media and entertainment industries are both faced with the challenge of engaging more deeply with fans especially those in the generation z cohort and creating experiences that keep consumers coming back for more to explore these considerations in detail deloitte s industry leaders recently discussed their perspectives

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while fan passion is as old as sport itself leagues and franchises are now using cutting edge technology not just to build winning teams but also to capitalize on

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as the global sports industry continues to navigate a period of massive transformation our 2024 outlook explores five trends sports organizations are expected to face in the coming year this includes the changing economics of sports use cases for generative artificial intelligence ai the future of mega events investments in fan data and

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business and sport can work together for greater impact

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business leaders can harness that power to enable sports communities to be changemakers together they can forge purpose driven partnerships to help conquer seemingly insurmountable challenges on behalf of players fans communities and the planet

the business of entertainment media and sports executive

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senior or mid level executives in business development marketing and strategic planning who work or aspire to work for studios networks publishers music companies performing arts companies sports leagues and teams and other creative enterprises

frontiers the global business of sport in a brave new world

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this essay is divided into three sections 1 a reflection on the meaning value and significance of sport including its privileged position in society or what we refer to as sporting exceptionalism 2 a brief overview of a case study that illustrates the challenges facing the global business of sport and 3 a framework for

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a business degree with a concentration in sports business prepares you for a wide range of jobs in the sports industry whether you re interested in advertising and

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this chapter discusses the role of sport in sustainable development and the achievement of its goals through sport and also discusses the effects of the covid

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the olympics are more than fun and games they re a billion

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