

《Olympic Games Effect: How Sports Marketing Build Strong Brand.奥运效应：如何通过体育营销建立强势品牌》

书籍信息

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编辑推荐

作者简介： John A. Davis, author of *Measuring Marketing*, *Magic Numbers for Sales Management*, and *Magic Numbers for Consumer Marketing*, is a Practice Associate Professor of Marketing at Singapore Management University (SMU), where he received SMU's top teaching honors, "Most Inspiring Teacher Award" in 2007 and the Dean's Honors 2005 and 2006. He is also Director of SMU's Center for Marketing Excellence. John regularly consults with leading global companies and is a sought-after speaker at select conferences including: YPOs, American Marketing Association, Global Brand Forum, and the Entrepreneurs Organization (EO). He has founded two award-winning companies and has led marketing teams at Nike, Informix and Transamerica. He earned his MBA from Columbia University and his BA from Stanford University.

John and his family—wife Barbara and children Katie, Chris and Bridget—live in Singapore (although Katie is embarking on a grand adventure in Africa). Their dog Grinner, a Jack Russell Terrier/alien life form mix (there is no other way to explain her sometimes inexplicable behavior), is an Olympic-champion in her own right—she leads the world in her fear of lightning storms.

内容简介

The Olympics are the quintessential athletic competition. But beyond athletics lies a network of investment, organization, and case studies in leadership. For sponsors, a key byproduct of these networks is a strong brand halo--the focus of John Davis' interesting new book. Davis brings a keen academic and business eye to the brand halo associated with the competition. And this book will be an important resource and practical guide for firms in evaluating Olympic sponsorship.

Glenn Hubbard

Dean and Russell L. Carson Professor of Finance and Economics

Columbia Business School The Olympics are the quintessential athletic competition. But beyond athletics lies a network of investment, organization, and case studies in leadership. For sponsors, a key byproduct of these networks is a strong brand halo--the focus of John Davis' interesting new book. Davis brings a keen academic and business eye to the brand halo associated with the competition. And this book will be an important resource and practical guide for firms in evaluating Olympic sponsorship. Glenn Hubbard Dean and Russell L. Carson Professor of Finance and Economics Columbia Business School John Davis' new book provides a treasure of information to guide companies as they evaluate marketing in sports in general and the Olympics in particular. Highly constructive checklists throughout the book will help companies evaluate the potential of their sponsorship investments. And the coverage of the lows as well as the highs of Olympic-related marketing reinforces the realism and credibility of this well-written book.

George Foster Paul L. and Phyllis Wattis Professor of Management Director of the Executive Program for Growing Companies Stanford University Graduate School of Business

Interweaving history and economics with vignettes of heroes ancient and modern, John Davis illustrates how the Olympic Games have become the premier "heritage brand" in the era of experiential marketing. Differentiating and managing brands are perennial priorities for Marketing Science Institute's corporate sponsors. Davis details why so many have chosen to be major Olympic sponsors. Importantly, he provides a comprehensive checklist of questions to help other companies explore the potential and pitfalls of such sponsorships. Earl L. Taylor, PhD Chief Marketing Officer Marketing Science Institute This book is worth its weight in gold medals. Learn how Coca-Cola, Visa and other great companies took wing and flew to even greater success on the high power updraft of the Olympics. A must-read for any company wanting to become a top global brand. Rod Beckstrom Co-author, The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations John Davis' book brings to life the history and intricacies of the Olympic Games, and illustrates the best practices of sports marketing and sports sponsorship that are relevant in today's dynamic sports scene. This book deserves to be widely read. Oon Jin Teik Chief Executive Officer, Singapore Sports Council Singapore Olympian, 23rd Olympic Games, 1984 Los Angeles, USA

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