



The Sporting Goods Industry: History, Practices and Products

Richard A. Lipsey

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The last 20 years have brought remarkable growth and change to the sporting goods industry. The term "sporting goods" once comprised only equipment like golf clubs, basketballs and tennis rackets. With the recent explosion in apparel and footwear sales, though, the industry has moved far beyond equipment manufacture. Skyrocketing marketing budgets have resulted in top-name athletic endorsements and relentless branding, and athletic companies' logos are now easily among the most recognizable corporate trademarks in the world. This work, both a valuable text for students and an indispensable handbook for professionals, offers insight into every major function of the sporting goods industry. Chapters cover the development of the industry; the industry's structure and size; manufacturers' products and market shares; channels of distribution; sports medicine and product liability; sports marketing, including licensing, endorsement and sponsorship; the use of traditional media and market research; sales trends and profitability; and e-commerce. Each chapter includes discussion questions and exercises. Appendices provide directories of sporting goods vendors, retailers, and multi-sport media and trade associations.



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