



Show Me the Money!: How to make money through sports marketing

By Esteve Calzada

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Show Me the Money!: How to make money through sports marketing By Esteve Calzada

- * FIFA grossed over £2.3 billion from the 2010 World Cup in South Africa.
- * The Champions League generates UEFA more than £1 billion in annual revenue.
- * Sixty-five per cent of all the money spent on players in Ligue 1 in France for the 2012/13 season was spent by just one club – Paris Saint-Germain.
- * Real Madrid's revenues increased 7 per cent in 2011/12 to €512 million, the highest in the world of football for the eighth consecutive year.

The sums of money that bounce around elite football are staggering. Having revolutionised the sports marketing revenue streams for FC Barcelona, Esteve Calzada understands the numbers like no one before him.

How do football clubs make their money? How do clubs become global brands, and their stars recognised throughout the world? Show Me The Money is a fascinating sports marketing handbook that uses football to show how money can be made by clubs, tournaments, federations like FIFA or by individual athletes.

Full of real-world examples taken from his experiences at the frontlines, Esteve Calzada details how to get media presence, attract fans and generate revenue through the smart exploitation of facilities, sponsorships, television rights, players' image rights and the management of licensed products. This is a guide to sports marketing, but not a dry textbook. It is essential reading for sports marketers and sports marketing students, but fascinating to anyone interested in sport and the cascades of money in football.

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Show Me the Money!: How to make money through sports marketing By Esteve Calzada Bibliography

- Sales Rank: #2694401 in Books
- Published on: 2013-11-07
- Released on: 2013-11-07
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .63" w x 6.00" l, .75 pounds
- Binding: Paperback
- 272 pages

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Editorial Review

About the Author

Esteve Calzada is a senior advisor at Manchester City FC. As chief marketing and commercial officer at FC Barcelona, he made a major contribution towards the commercial transformation that saw the club increase its revenue from €120 million to over €400 million per year, representing a sea change in sports marketing. He is globally renowned for his insight and track record.

He was one of the founders of Leo Messi Management, the company that exploits the image rights of Argentinean global football star, and is a FIFA players' agent.

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