



# Innovative Marketing Communications (Events Management)

By Guy Masterman, Emma Wood

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**Innovative Marketing Communications for Events Management** provides students and event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature. The book builds a conceptual framework for the development, planning, implementation and evaluation of innovative communication strategies for the marketing of events, and the effective use of events as an innovative communications method in general organizational marketing.

With a strong practical underpinning, **Innovative Marketing Communications for Events Management** emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies.

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### **Editorial Review**

#### **Review**

The introductory pages outline what the book is about and provides a synopsis of the coming chapters. An exemplary beginning, it gives a really clear and concise indication of what the reader could expect from the text.-Paul Weeks, Southern Cross University, Australia

#### **About the Author**

Currently the Head of Sport at Sheffield Hallam University. Guy was Assistant Professor at the Sports Management Tisch Center for Hospitality, Tourism & Sports Management at New York University.

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