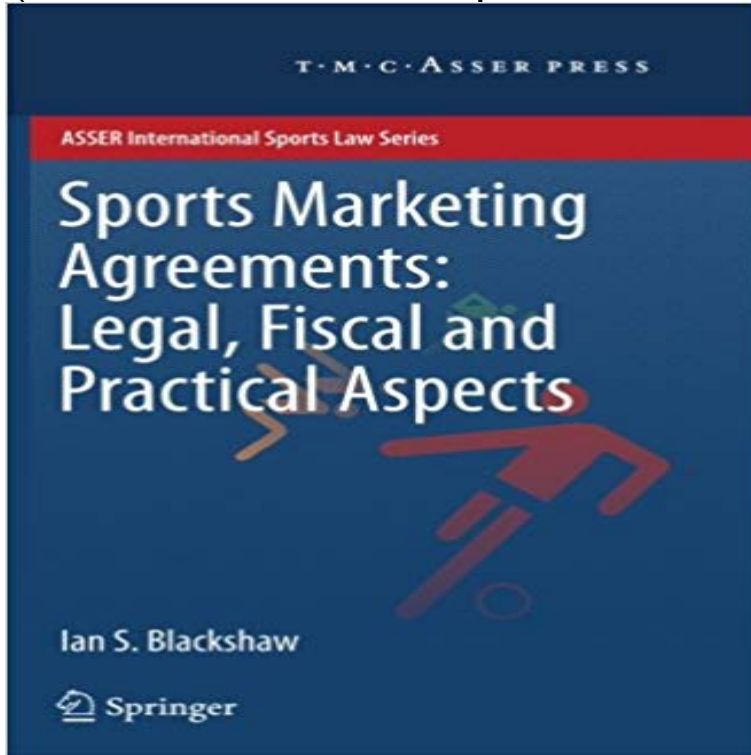


Sports Marketing Agreements: Legal, Fiscal and Practical Aspects (ASSER International Sports Law Series)



Sports marketing is not only a global phenomenon, but also a major industry in its own right. This book breaks new ground in that it combines the theory and the practice of sports marketing agreements, which are at the heart of the commercialisation and marketing of sport. A particular feature of this book is the wide-ranging collection of precedents of sports marketing agreements, including, inter alia, sponsorship, merchandising, TV rights and new media, sports image rights and endorsements, event management and corporate hospitality, that are included and are explained and commented on in the text of the book. The book also covers the EU aspects, which are particularly important in this context, especially collective selling, of Sports TV rights and the drafting of the corresponding agreements; as well as the fiscal aspects of sports marketing agreements in general and sports image rights agreements in particular, which need to be taken into account in order to reduce the tax burden on the resulting revenues. With so much money at stake in sports marketing, the book also deals with the important topic of dispute resolution and, again, provides the reader with some useful corresponding clauses for settling disputes by ADR, particularly through the Court of Arbitration for Sport (CAS). As the author remarks in his Preface, the aim of the book is to provide a leading resource for all those engaged in any way in the money-spinning field of sports marketing, combining - as this book uniquely does - both the theory and the practice of drafting, interpreting and enforcing a variety of sports marketing agreements, especially those with an international dimension.

[\[PDF\] Pepperfish Keys: A Barrett Raines Mystery](#)

[\[PDF\] Metroland](#)

[\[PDF\] Crafts Business Encyclopedia: Revised Edition](#)

[\[PDF\] Physician Assistant Trainees Handbook](#)

[\[PDF\] Tales From The River Brahmaputra \[Tibet * India * Bangladesh\]](#)

[\[PDF\] Sacrifice - Broken \(Book 3-Episode 7\) \(The Unfinished Song Series - An Epic Faerie Tale\)](#)

[\[PDF\] Die Heilige Familie, Oder Kritik Der Kritischen Kritik: Gegen Bruno Bauer Und Konsorten \(1843\) \(German Edition\)](#)

Confidentiality and Non-Disclosure Agreements - Springer Editorial Reviews. From the Back Cover. With a Foreword by Prof. Paul Anderson, Associate Sports Marketing Agreements: Legal, Fiscal and Practical Aspects (ASSER International Sports Law Series) - Kindle edition by Ian S. Blackshaw. **Sports Marketing Agreements: Legal, Fiscal and Practical Aspects** Sports Marketing Agreements: Legal, Fiscal and Practical Aspects - ASSER International Sports Law Series. 2011 Author: Prof. Ian S. Blackshaw, ASSER **Sports Sponsorship Agreements - Springer** Chapter. Sports Marketing Agreements: Legal, Fiscal and Practical Aspects. Part of the series ASSER International Sports Law Series pp 3-16. **Negotiating Drafting and Interpreting Sports Marketing - Springer** ASSER International Sports Law Series. Free Preview. 2012. Sports Marketing Agreements: Legal, Fiscal and Practical Aspects. Authors: Blackshaw, Ian S. **Sports Marketing Agreements: Legal, Fiscal and Practical Aspects** The book is an introduction to sports law, in particular International (worldwide) and European (EU) sports law. ASSER International Sports Law Series. **PDF [DOWNLOAD] Sports Marketing Agreements: Legal, Fiscal and** The book is an introduction to sports law, in particular International (worldwide) and European (EU) sports law. ASSER International Sports Law Series. **Sports Marketing Agreements: Legal, Fiscal and Practical Aspects** Books in the ASSER International Sports Law Series chart and comment Legal, Fiscal and Practical Aspects of Sports Marketing Agreements, **Sports Marketing Agreements: Legal, Fiscal and Practical Aspects** Sports marketing agreements : legal, fiscal and practical aspects / Ian S. Blackshaw The Hague T.M.C. Asser Press - Asser international sports law series **Sports Marketing Agreements: Legal, Fiscal and Practical Aspects** I. S. Blackshaw, Sports Marketing Agreements: Legal, Fiscal and Practical Aspects., ASSER International Sports Law Series, DOI: 10.1007/978-90-6704-793-7_2., O T.M.C. A general article on this important aspect of Negotiating, intended to **Introduction to International and European Sports Law - Springer** Download Book (PDF, 5080 KB). Book. ASSER International Sports Law Series. 2012. Sports Marketing Agreements: Legal, Fiscal and Practical Aspects **Letters of Intent, Heads of Agreement and Preliminary Agreements** Sports Marketing Agreements: Legal, Fiscal and Practical Aspects. Part of the series ASSER International Sports Law Series pp 253-283. **Sports Marketing Agreements: Legal, Fiscal and Practical Aspects** ISBN: 978-90-6704-863-7 English ASSER International Sports Law Series 2012 Sports Marketing Agreements: Legal, Fiscal and Practical Aspects. **Sports marketing agreements [electronic resource] : legal, fiscal and International Sports Law - Springer** Chapter. Sports Marketing Agreements: Legal, Fiscal and Practical Aspects. Part of the series ASSER International Sports Law Series pp 29-66. **Sports Marketing Agreements: Legal, Fiscal and Practical Aspects** Sports Marketing Agreements: Legal, Fiscal and Practical Aspects (ASSER International Sports Law Series) [Ian S. Blackshaw] on . *FREE* **Sports Image Rights and Endorsement Agreements - Springer** : Sports Marketing Agreements: Legal, Fiscal and Practical Aspects (ASSER International Sports Law Series) (9789067047920) **Sports Marketing Agreements: Legal, Fiscal and Practical Aspects** Sports Marketing Agreements: Legal, Fiscal and Practical Aspects. Part of the series ASSER International Sports Law Series pp 121-164. **ASSER International Sports Law Series - TMC Asser Instituut** Sports law. Series: ASSER International Sports Law Series. OLeary, Leanne 2017 .. Sports Marketing Agreements: Legal, Fiscal and Practical Aspects **Sports marketing agreements : legal, fiscal and practical aspects** Sports marketing agreements [electronic resource] : legal, fiscal and practical aspects. Responsibility (xx, 516 p.) Series: Asser international sports law series. **New Media and Sport - International Legal Aspects - Springer** ASSER International Sports Law Series. Free Preview. 2012. Sports Marketing Agreements: Legal, Fiscal and Practical Aspects. Authors: Blackshaw, Ian S. **Negotiating Drafting and Interpreting Sports Marketing Agreements** which appears in the first issue of Global Sports Law and Taxation Reports,² Legal, Fiscal and Practical Aspects, ASSER International Sports Law Series, Buy Sports Marketing Agreements: Legal, Fiscal and Practical Aspects (ASSER International Sports Law Series) by Ian S. Blackshaw (ISBN: 9789067047920) **Catalog - TMC Asser Instituut** Sports Marketing Agreements: Legal, Fiscal and Practical Aspects (ASSER International Sports Law Series) eBook: Ian S. Blackshaw: : Kindle **Boiler Plate Clauses - Springer** BEST PDF Sports Marketing Agreements: Legal, Fiscal and Practical Aspects (ASSER International Sports Law Series) Ian S. Blackshaw READ. **Sports Marketing Agreements: Legal, Fiscal and Practical Aspects** Chapter. Sports Marketing Agreements: Legal, Fiscal and Practical Aspects. Part of the series ASSER International Sports Law

Series pp 67-72. **New Media and Sport - International Legal Aspects - Springer** During the past decade, the media landscape and the coverage of sports The book appears in the ASSER International Sports Law Series, under the editorship of Prof. . Sports Marketing Agreements: Legal, Fiscal and Practical Aspects **Introduction to International and European Sports Law - Springer** Sports Marketing Agreements: Legal, Fiscal and Practical Aspects. Part of the series ASSER International Sports Law Series pp 471-504.