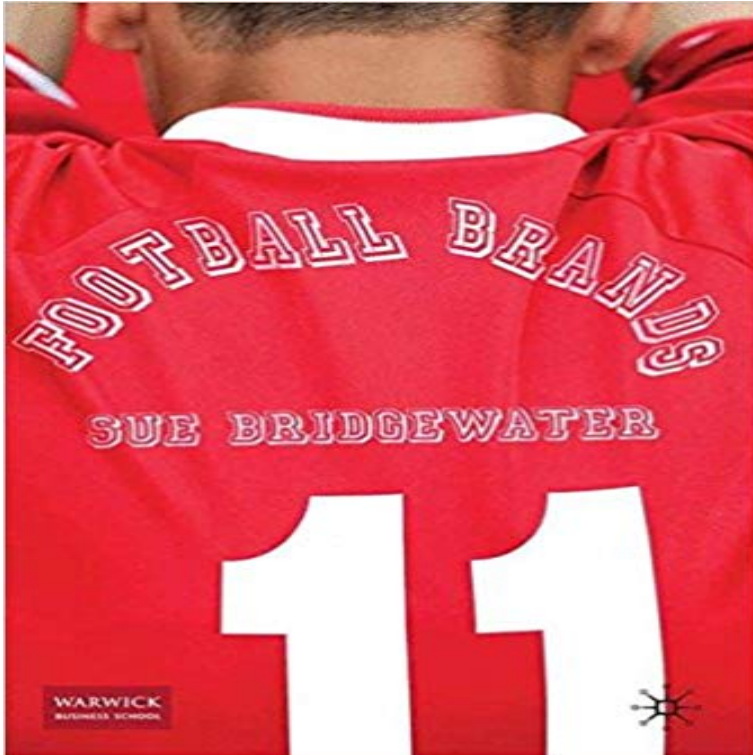


## Football Brands



The media increasingly refer to football clubs as brands. Certainly concepts such as loyalty, affiliation, emotional ties with football clubs seem to parallel the relationship between consumer and brand in the broader marketing sphere. This book delves deep into the world of the lucrative business of sports branding.

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