



Fußballklubs als Global Player: FC Barcelona, Real Madrid, Manchester United (German Edition)

Philipp Schlösser

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Wie mauserten sich regional aktive Fußballklubs wie der FC Barcelona, Real Madrid oder Manchester United zu global ausstrahlenden Marken? Was sind die entscheidenden Erfolgsfaktoren für die Internationalisierung von Fußballvereinen? Welche Bedeutung hat eine Marktentwicklung über nationale Grenzen hinaus für den Klub als Unternehmen? Philipp Schlösser gibt wissenschaftlich fundierte Antworten. Durch Experteninterviews mit dem Management verschiedener Spitzenklubs bietet er Laien und Fachleuten konkrete wie fundierte Einblicke in die internationalen Marketingaktivitäten europäischer Spitzenklubs.

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