Sports Sponsorships

Advertisement Typicality: A Longitudinal Experiment—Can Sponsors Transfer the Image of a Sporting Event To Their Brand?
Marc Mazodier, Armando Maria Corsi, Pascale G. Quester

Ambush Marketing Is Dead, Long Live Ambush Marketing: A Redefinition and Typology of an Increasingly Prevalent Phenomenon
Nicholas Burton, Simon Chadwick

How Does Wall Street React to Global Sports Sponsorship Announcements? An Analysis of the Effect on Sponsoring Companies’ Stock Market Prices
Carmen Abril, Joaquin Sanchez, Teresa Recio