

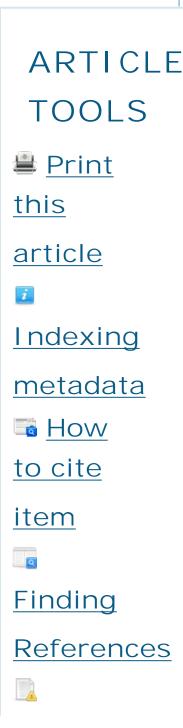


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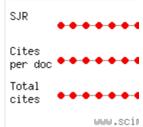


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Analysis of modern sports marketing of post-Olympic era

Hui Wang

Abstract

There is a long history for sports as a marketing vehicle. With enormous business opportunities and expanding market, Chinese enterprises, large and small, are taking advantages of "in-depth marketing" to build their brand names with all their resources and promote sustained development of modern sports marketing.

Key words: Post-Olympic era; modern; sports; marketing

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