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THE EVENT SPONSORSHIP (HARDBACK)



John Wiley and Sons Ltd, United States, 2002. Hardback. Book Condition: New. 1. Auflage. 236 x 190 mm. Language: English . Brand New Book. State-of-the-art methods for finding, securing, and retaining the best corporate sponsors The authoritative guide to creating and closing deals with irresistible ROIs Event Sponsorship provides step-by-step guidelines for attracting, signing, and keeping sponsorship for any event, including festivals, conventions, expositions, sporting events, arts and entertainment spectacles, charity benefits, and much more. This hands-on resource presents successful...

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- Authored by Bruce E. Skinner, Vladimir Rukavina
- Released at 2002



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