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by Irving Rein : **The Elusive Fan: Reinventing Sports in a Crowded Marketplace**

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PDF-af214 | Sports are a multibillion-dollar global business that will continue to grow by leaps and bounds into the foreseeable future. The bad news is: It's never been harder to attract, engage, and retain the sports fan. Today's sports fans are bombarded by choices. Traditional sports, such as baseball, football, and basketball, compete for fans' dollars with snowboarding, lacrosse, poker...even paintball.... *The Elusive Fan: Reinventing Sports in a Crowded Marketplace*

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