



TÜRK SPOR EKONOMİSİ PLATFORMU

PLATFORM OF TURKISH SPORTS ECONOMICS

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EDITORIAL

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“Bulletin of Turkish Sports Economics publishes scholarly research in the field of sports economics ; Sports Industry, Sports Sector, Sports Marketing, Sponsorship, Advertisement, Brands and Sports Finance is to further research in the area bringing together theoretical and empirical research in a single intellectual venue. Published quarterly, the Bulletin of Turkish Sports Economics is unique in that it is the only Bulletin devoted specifically to this rapidly growing field”

“Bulletin of Turkish Sports Economics is distribution of per three months”

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<http://www.ekospor.com>

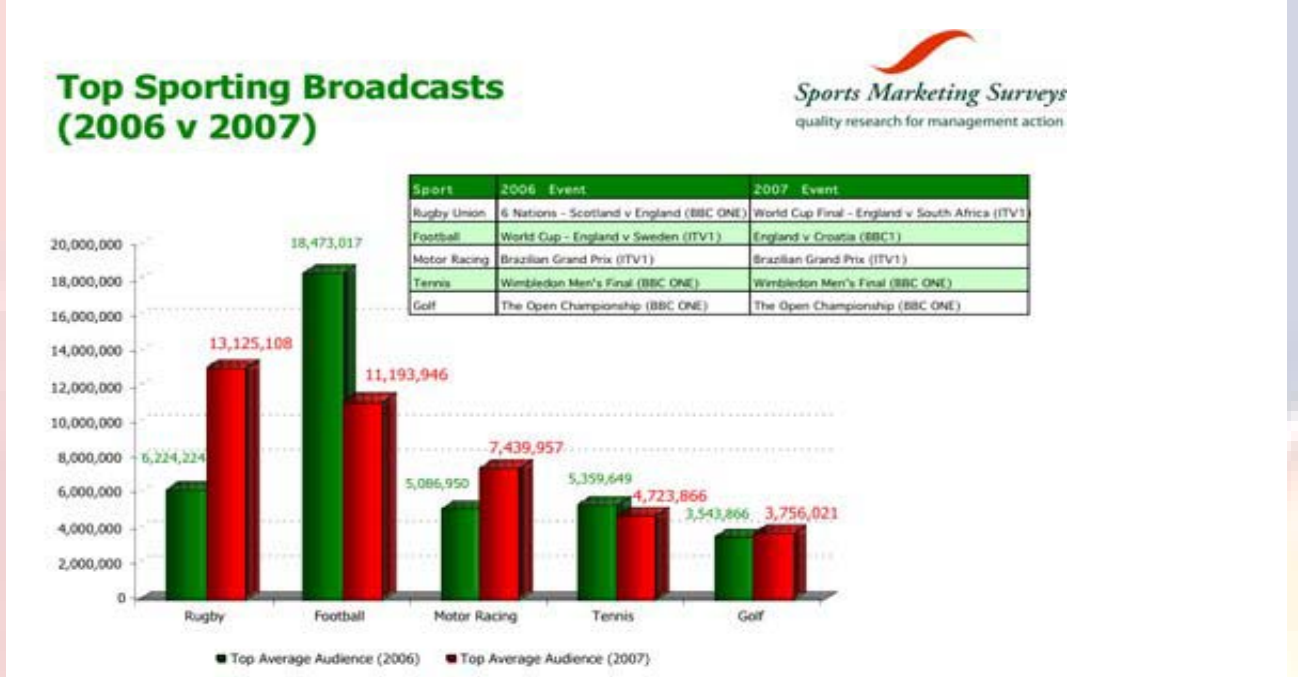
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2008- Elazığ -TURKEY

Europe's top football clubs to form new association

Europe's **18 richest football clubs** have launched negotiations to create a new independent organisation, which would fully represent clubs' interests with football governing bodies, the **European Commission** and other key stakeholders. The Commission's White Paper on Sport published in July 2007, calls on a more structured dialogue with law enforcement services, sport organisations and other stakeholders to strengthen co-operation on issues such as the licensing system for clubs and racism. Link: <http://www.g14.com/main.php> Published: Thursday 15 November 2007

Top sports broadcasts in 2007



Source: Sports Marketing Surveys : <http://www.sportbusiness.com>

www.marketingturkiye.com



<http://www.sportsandbrands.com>

Sports&Brands firması ile "spor lisansı sahiplerine" ve "spora yatırım marka ve kurumlara" spor pazarlaması ve iletişimi alanında hizmet vermektedir.



Marketing Türkiye Araştırmaları

- Spora yönelik reklam kazandırıyor
- Formula 1 yayını reklam geliri 20 milyon dolar
- Futbol sponsorluğu Turkcell'e ne getirdi ?

Fenerbahçe Spor Kulübü 100. Yıl Spor ve Bilim Kongresi 29 Kasım - 1 Aralık tarihlerinde İstanbul Lütfi Kırdar Uluslararası Kongre ve Sergi Sarayı' da başarılı olarak gerçekleşmiştir.

<http://www.fbsporbilim.org/genel.html>

