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**Strategic Sports Event -
pseudology.org**

He teaches undergraduate and
postgraduate courses in Sport
Marketing, Strategic Management,

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Relations, Sport Broadcasting and
Sport Organisation. Adam is the
current Secretary of the Sport
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and New Zealand (SMAANZ) and is
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framework for planning, organizing, managing and evaluating sports events, this work illustrates the importance of long-term and short term strategic plans and the impact of hosting sports events

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