



# International Sport Marketing: About service quality in the football industry

*hans westerbeek*

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The purpose of the study presented in this book was to identify place-specific dimensions of service quality in spectator sport settings (in this case football) and determine if the importance of these dimensions differed across cultures. Appreciating and dealing with differences in (local or national) culture are one of the most critical success factors when developing international marketing strategies. As such this study has made a contribution to the body of knowledge in regard to international marketing in the sport industry.

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