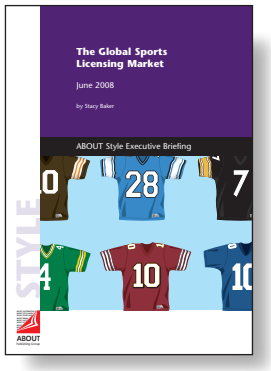
The Global Sports Licensing Market



One common thread that seems to unite the world is love of sport. Millions of fans the world over want to be associated with a player, the team or its success, drive, and passion – and it is a far greater bond than, say, the love of trend for fashionistas. This is the underlying force that fuels the sports licensing market.

This industry is certainly a lucrative one. And all indications are that it will only get bigger.

This exclusive report from ABOUT Style, the third in a series of timely Executive Briefings, identifies the leading brands by region, and offers expert opinions on how to build a brand in this highly competitive sector. This Executive Briefing also provides analysis on the thorny topic of counterfeiting – a problem that continues to plague the sporting goods companies.

REPORT COVERAGE

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