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Brand It Like Beckham Building A Brand With Balls PDF Download

Brand it like Beckham Category: Marketing / Finance This article describes how David Beckham has entered into a new sponsorship contract with Adidas - and how you can use published accounts to find out how much he earns! Sources used in this article: Adidas Web site; Independent newspaper; Brand Republic

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In 2015, Beckham Brand Holdings â€“ a company the couple set up in 2013 to manage the licensing of Davidâ€™s name and image, along with Victoriaâ€™s fashion line â€“ pulled in a staggering A\$77.9 million.

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qualities to the product like physical appeal or likeability, ... David Beckham, Soccer â€“ \$160 million from Adidas â€“ 3. George Foreman, Boxing â€“ \$137.25 million from Salton, Inc. ... Athlete Endorsements and Their Effect on Consumersâ€™ Attitudes and Consumption

Athlete Endorsements and Their Effect on Consumers

The biggest success among the Beckham's three UK brand and imaging companies was recorded at Beckham Ventures, where a Â£2.1m loss in 2011 was transformed into a pretax profit of Â£2m for last year.

Brand it like Beckham: family empire boasts combined

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Brand It Like Beckham has 17 ratings and 2 reviews. Kay said: There are no real secrets in here. Do what you're good at, know what you stand for and othe...

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David Beckham was one of the most popular soccer stars in the late 1990s and the early 21st century. His amazing ability to score from free kicks coupled with his good looks earned him a lot of admirers in Europe and Asia. He was also one of the most sought after celebrities to endorse products and a number of important companies vied to sign him on for endorsements.

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