

Steam Finale

Die Esports-Industrie: Von der Nische zum Massenphänomen
Supplement to Steam Finale Anna Löchner Laurence Hamilton LIDDLE
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Das Buch bietet eine umfassende Analyse des Esports Ökosystems von den Grundlagen und der historischen Entwicklung bis zur aktuellen wirtschaftlichen und gesellschaftlichen Wahrnehmung. Es liefert einen aktuellen Marktüberblick, bewertet das Marktvolumen und beleuchtet die zentralen Akteure des Esports von Publishern und Entwicklern bis zu Ligen und Turnierveranstaltern. Teams, Athleten und Medien sind ein besonderer Schwerpunkt. Der Fokus liegt auf dem Marketing, insbesondere Influencer Marketing und Sponsoring im Esports. Die Analyse vertieft Praxisbeispiele und bereichern die thematischen Einblicke. Sie machen die Inhalte greifbar und unverzichtbares Werk für Branchenexperten, Studierende und alle, die die rasante Entwicklung des Esports verstehen und nutzen möchten.

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