

Global Gambling Market 2018

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Stakeholder Analysis and Sport Organisations
Understanding Esports
Gambling Problem among Nigerian Youth. A Short Update
Annual Abstract of Statistics
The Invisible Brand: Marketing in the Age of Automation, Big Data, and Machine Learning
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the collection of case studies maps the corporate and financial structures of global gambling companies the tactics that these companies employ to secure profits the impact they exert on other industry sectors as well as perspectives on regulation the articles in the book cover different geographical areas gambling formats and perspectives into how the global gambling industry has emerged expanded and how it is maintained and regulated in order to form a picture of the global political economy of gambling the chapters are written by leading scholars

on gambling law social sciences and economy chapters chapter no 3 and chapter no 6 are available open access under a creative commons attribution 4 0 international license via link [springer.com](https://www.springer.com)

this book explicates how the frontiers and path of development of casino tourism in various destinations in east and southeast asia are shaped by a set of social cultural political and economic forces and their interplays in a dynamic environment and the prospects of this industry in different destinations in the 2020s and onward casino tourism has been a rapidly growing industry in east and southeast asia in the 2000s and 2010s by scrutinizing the respective evidence from the better developed emerging and potential casino tourism destinations in east and southeast asia which include macao singapore malaysia south korea the philippines vietnam cambodia myanmar japan thailand and taiwan the book analyses specific contextual dimensions including social cultural political and economic standpoints the pragmatic features associated with the progress of this industry and performances of casino tourism at the various east southeast asian casino tourism destinations additionally it also explores the impacts of the china factor and the resultant changes to the development frontiers of casino tourism thus readers who would like to gain realistic insights into the underlying forces and dynamics of the practices and prospects of this industry will find this book informative and compelling this book provides a comprehensive and succinct reference to students and industry practitioners in the areas of tourism casino gaming and integrated resorts who wish to gain further insights into the general and essences business routines and prospects of casino tourism development in east southeast asia academics may also find this book a useful source for further exploration

this book provides a critical examination of the origins and development of stakeholder theory within sport management research and expands the existing literature by providing insights on stakeholding in sport from various perspectives such as governance communication and marketing examining cases from around the world and from a wide range of different sporting contexts each chapter reflects on key insights derived from stakeholder theory before offering an analysis of the limitations of the theory and the ways in which it might be fruitfully extended or developed it offers suggestions on how the literature on stakeholding in sport can be advanced in order to provide knowledge relevant not only to sport studies but also to organisation theory more broadly and points to future avenues of inquiry in order to extend the reach of stakeholder theory and other inter organisational perspectives in sport management research stakeholder analysis and sport organisations is fascinating reading for any advanced student researcher policy maker or practitioner with an interest in sport management sport governance sport development or organisational theory

understanding esports an introduction to the global phenomenon places professional esports a rapidly growing industry in both the cultural and athletic landscape this book explores how the rise of professional gaming has shaped and been shaped by media trends interpersonal

communication and what it means to be classified as an athlete ryan rogers has assembled contributors from a variety of backgrounds and experiences in order to provide a broad view of the history experience and impact of professional gaming scholars of media studies communication sports and cultural studies will find this book especially useful

academic paper from the year 2020 in the subject african studies miscellaneous ahmadu bello university department of educational psychology counselling course guidance and counselling language english abstract this paper presents the update on problem gambling among nigeria youth looking at its prevalence forms the industry causes and effects empirical review of previous studies and its counselling implications gambling among youth remains a salient problem that is less recognised as a social menace among education stakeholders and researchers this is because it is a common phenomenon that is considered as recreational activity and even legalised by nigeria government through which revenue are generated tax collected from the owners of various gambling companies however experts have noted that it causes more harm to the youth and the society than the good it may seem to portray

marketers are harnessing the enormous power of ai to drive unprecedented results the world of marketing is undergoing major change sophisticated algorithms can test billions of marketing messages and measure results and shift the weight of campaigns all in real time what s next a complete transformation of marketing as we know it where machines themselves design and implement customized advertising tactics at virtually every point of digital contact the invisible brand provides an in depth exploration of the risks and rewards of this epochal shift while delivering the information and insight you need to stay ahead of the game renowned technologist william ammerman draws from his decades of experience at the forefront of digital marketing to provide a roadmap to our data driven future you ll learn how data and ai will forge a new level of persuasiveness and influence for reshaping consumers buying decisions you ll understand the technology behind these changes and see how it is already at work in digital assistants recommendation engines and digital advertising and you ll find unmatched insight into how to harness the power of artificial intelligence for maximum results as we enter the age of mass customization of messaging power and influence will go to those who know the consumer best whether you are a marketing executive or concerned citizen the invisible brand provides everything you need to understand how brands are harnessing the extraordinary amounts of data at their disposal and capitalizing on it with ai

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contains the 4th session of the 28th parliament through the session of the parliament

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