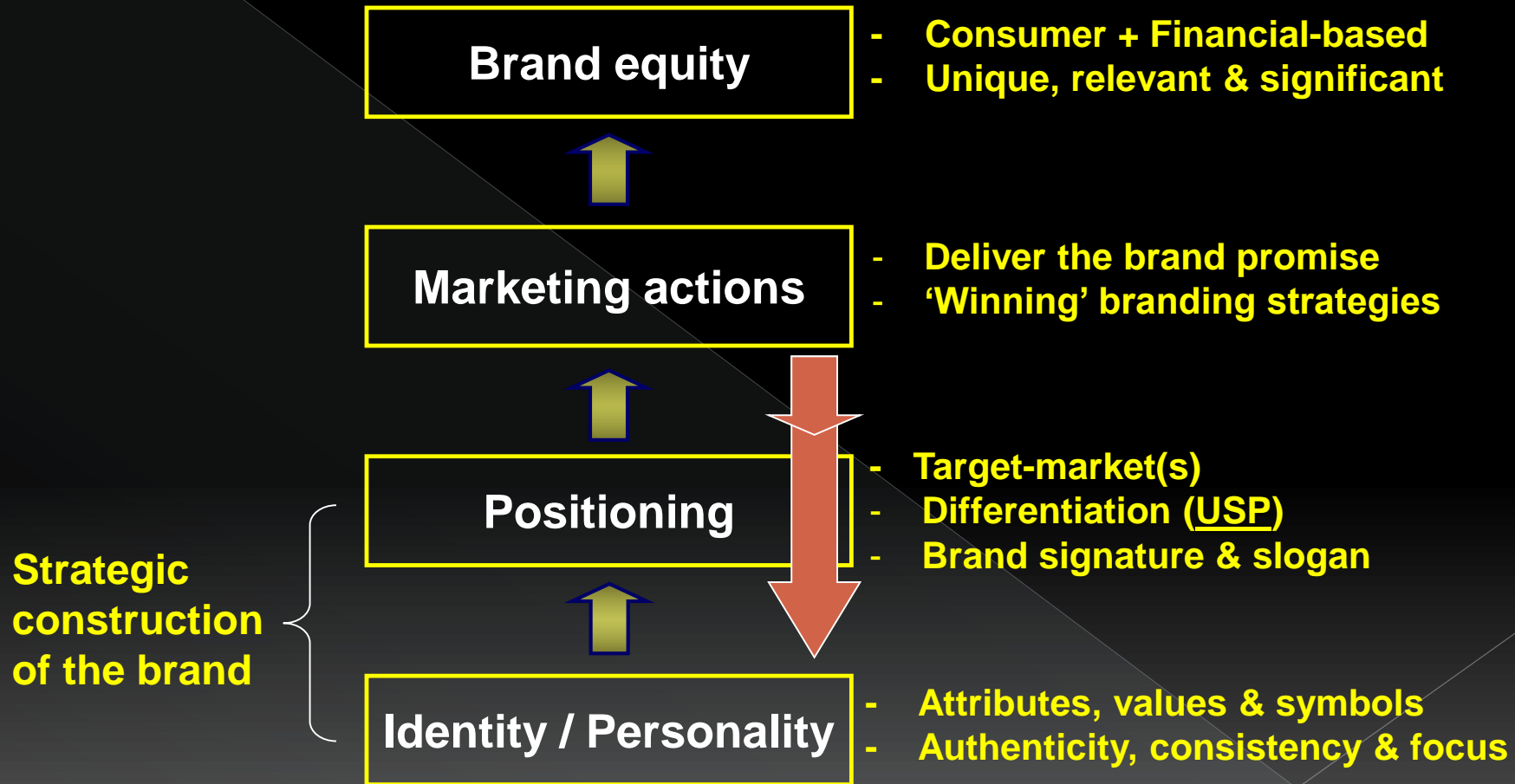


Building and managing a sports brand



Adapted from: [Richelieu, 2019, p. 33.](#)