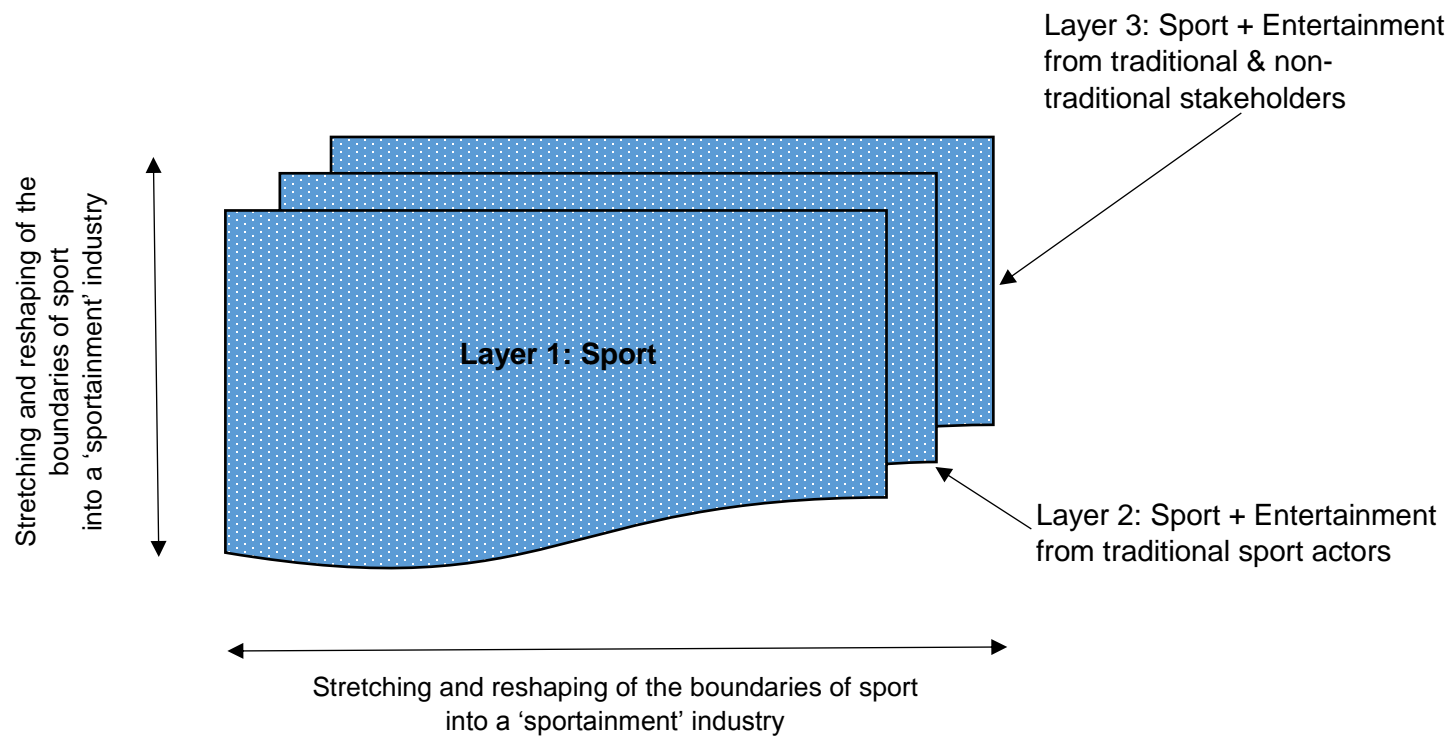


The reconfiguration of the boundaries of the sport industry into 'sportainment'



Adapted from: Richelieu, A. (2019). Chapter 1, p. 18, in [International Sport Marketing: Contemporary Issues and Practice](#), Desbordes, M. and A. Richelieu (Eds.). London, Great-Britain: Routledge Publishers, 232 pages.