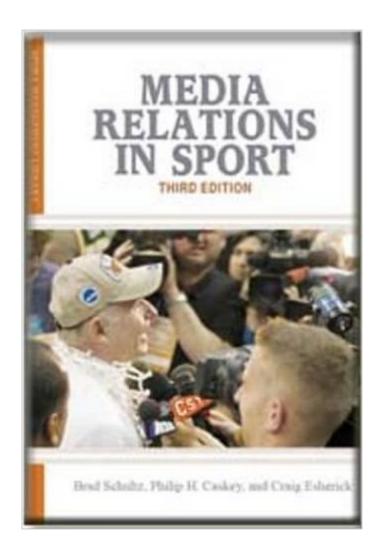
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Media Relations In Sport (Sport Management Library)





Synopsis

Any student interested in a career related to sport media has to know certain essentials -- how to interview, how to effectively create and distribute content, and how to deal with communication problems that will invariably arise. All of these subjects and more are extensively addressed in this new and completely revised edition. The emphasis of these topics is not so much related to a theoretical understanding of sport media, but rather a practical one. The book is written with the idea that sport media communication does not exist as only something to be discussed in the abstract. Rather, there are fundamental skills, approaches, and procedures that relate directly to the success of communication. While this third edition rightly goes into emerging areas of the field and examines sport media relations from a global perspective, it also retains the focus of the first two editions, specifically on the basics and principles of sport media that remain its foundations.

Book Information

Series: Sport Management Library Paperback: 294 pages Publisher: Fitness Information Technology; 3 edition (September 30, 2010) Language: English ISBN-10: 1935412140 ISBN-13: 978-1935412144 Product Dimensions: 0.8 x 7 x 9.8 inches Shipping Weight: 1.2 pounds Average Customer Review: 3.3 out of 5 stars Â See all reviews (3 customer reviews) Best Sellers Rank: #664,894 in Books (See Top 100 in Books) #63 in Books > Business & Money > Industries > Sports & Entertainment > Park & Recreation #168 in Books > Business & Money > Industries > Sports & Entertainment > Sports #240 in Books > Politics & Social Sciences > Social Sciences > Library & Information Science > Library Management

Customer Reviews

Good book, information is somewhat repetitive. Very easy to understand and read. All in all, good book and I do recommend it.

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