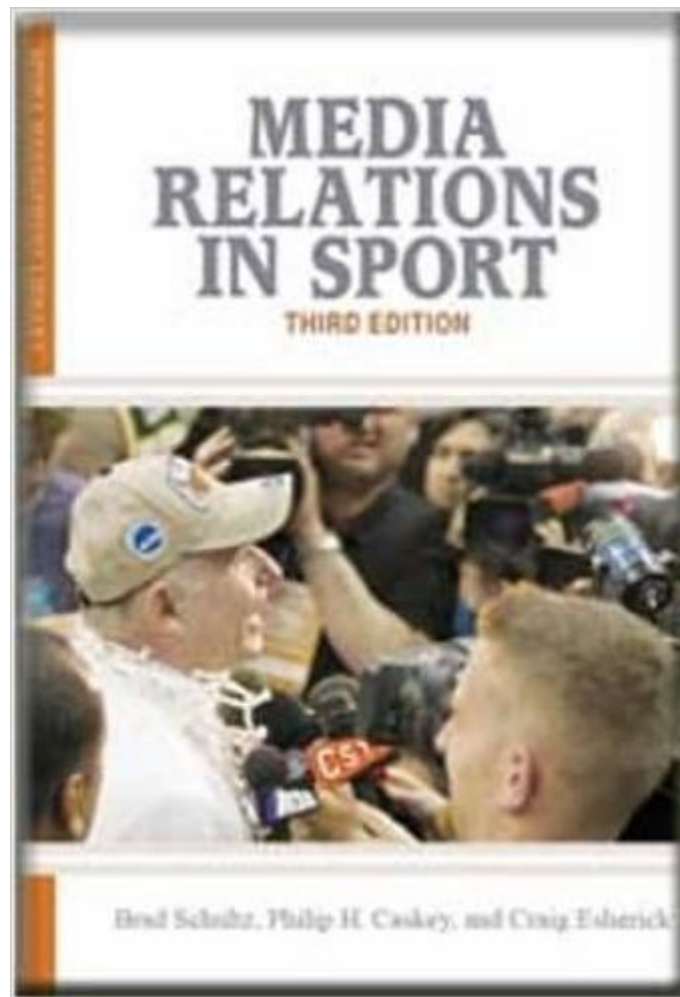


The book was found

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 [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.

he book is overpriced, nothun in here yoi can find for free online, unless you are required to buy the book for class, don't

Product as expected.

[Download to continue reading...](#)

Media Relations in Sport (Sport Management Library) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Cases in Public Relations Management: The Rise of Social Media and Activism Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) Fundamentals of Sport Management (Human Kinetics' Fundamentals of Sport and Exercise Science) Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Sport Public Relations: Managing Stakeholder Communication, Second Edition Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) Public Relations Writing and Media Techniques (7th Edition) Public Relations Writing and Media Techniques On Deadline: Managing Media Relations On Deadline: Managing Media Relations, Fifth Edition

[Dmca](#)