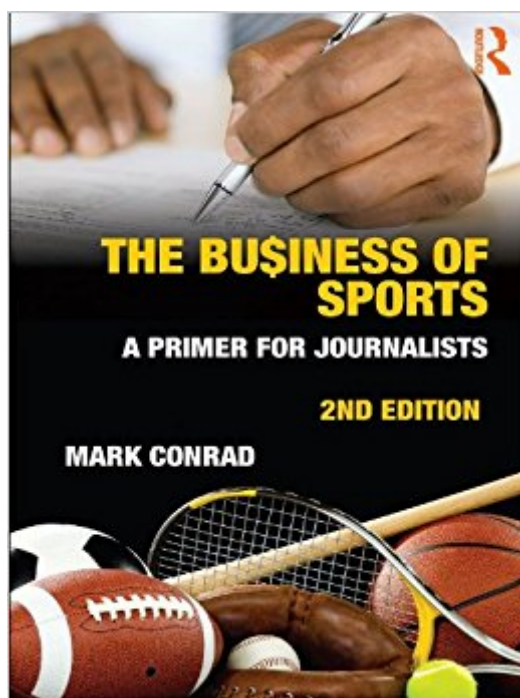


The book was found

The Business Of Sports: A Primer For Journalists (Communication Series)



Synopsis

This book explores the business aspect of sports with an orientation to those topics that are most relevant to journalists, providing the foundation for understanding the various parts of the sports business. Moving beyond sports writing, this text offers a distinct perspective on professional, college, and international sports organizations' structure, governance, labor issues, and other business factors within the sports community. Written clearly and compellingly, *The Business of Sports* includes cases (historical, current, and hypothetical) to illustrate how business concerns play a role in the reporting of sports. New features for the second edition include: updates throughout, including disciplinary policies throughout the major sports leagues; expanded discussion of intellectual property issues and merchandising; new sections on ethical issues in sports, aimed at journalists. Offering critical insights on the business of sports, this text is a required resource for sports journalists and students in sports journalism.

Book Information

File Size: 670 KB

Print Length: 398 pages

Page Numbers Source ISBN: 0415876524

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge; 2 edition (February 2, 2011)

Publication Date: February 2, 2011

Sold by: Digital Services LLC

Language: English

ASIN: B004QM9VDK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #512,499 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #122

in Books > Sports & Outdoors > Miscellaneous > Journalism #170 in Kindle Store > Kindle eBooks > Business & Money > Industries > Sports & Entertainment #532 in Kindle Store > Kindle eBooks > Reference > Words, Language & Grammar > Communication

Customer Reviews

use it for class, it was a very good price

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

The Business of Sports: A Primer for Journalists (Communication Series) The Business of Sports: A Primer for Journalists (Communication (Routledge Paperback)) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Covering the Environment: How Journalists Work the Green Beat (Lea's Communication) Skateboarding: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Football: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Hockey: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) A Primer on Communication and Communicative Disorders (Allyn & Bacon Communication Sciences and Disorders) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) How Social Media is Changing Sports: Its a Whole New Ballgame (The Hampton Press Communication Series (Mass Communication and Journalism)) Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Las Vegas Celebrity Mail Addresses: Over 150 Las Vegas & Nevada Celebrity Postal Addresses for Autographs, Fan Mail, Event Managers, Agents, and Journalists. The Celebrity Email Address Directory: 500+ Celebrity Email Addresses For Autograph Hunters, Fan Mail, Agents, and Journalists The Beverly Hills Celebrity Address Book: 1000+ Beverly Hills Celebrity Mail Addresses for Celeb Spotters, Autograph Hunters, Fan Mail, Casting Agents, Charity Fundraisers, and Journalists! Florida Celebrity Addresses: 300+ Celebrity Mail Addresses For Agents, Autograph Collectors, Event Organizers, Charity Fundraisers, Journalists, and More! 100+ Canadian Celebrity Mail Addreses: For Autograph Collecting, Fan Mail, Charity Fundraising, Event Management, Agents, Journalists, Paparazzi, and more! Crimes Against Logic: Exposing the Bogus Arguments of Politicians, Priests, Journalists, and Other Serial Offenders Associated Press Guide to News Writing: The Resource for Professional Journalists Writing the News : A Guide for Print Journalists

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)