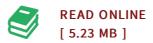




Sports Media: Transformation, Integration, Consumption

By Andrew C. Billings

Taylor & Francis Ltd. Paperback. Book Condition: new. BRAND NEW, Sports Media: Transformation, Integration, Consumption, Andrew C. Billings, Looking toward a future with increasingly hybridized media offerings, Sports Media: Transformation, Integration, Consumption examines sports media scholarship and its role in facilitating understanding of the increasingly complex world of sports media. Acknowledging that consumer demand for sports media content has influenced nearly every major technology innovation of the past several decades, chapters included herein assess existing scholarship while positing important future questions about the role sports media will play in the daily lives of sports fans worldwide. Contributions from well-known scholars are supplemented by work from younger researchers doing new work in this area. Developed for the Broadcast Education Association's Electronic Media Research series, this volume will be required reading for graduate and undergraduate students in media, communication, sociology, marketing, and sports management, and will serve as a valuable reference for future research in sports media.



Reviews

Merely no words to spell out. It is amongst the most awesome publication i have read. Your life span will likely be transform as soon as you full reading this book.

-- Marvin Okuneva

Completely among the best publication I have got at any time go through. I have got go through and so i am confident that i will likely to read again once more down the road. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Zachery Mertz

Other Books



What is in My Net? (Pink B) NF

Pearson Education Limited. Book Condition: New. This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and an online reading world to teach today's children to read. In this book, Zac and Daisy are fishing....



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner of a friendly dragon called Glow! But...



My Friend Has Down's Syndrome

Barron's Educational Series Inc., U.S. Paperback. Book Condition: new. BRAND NEW, My Friend Has Down's Syndrome, Jennifer Moore-Mallinos, Younger children are normally puzzled when they encounter other kids who suffer from Down's Syndrome. Here is a heartwarming and reassuring story of how an...



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...



Hitler's Exiles: Personal Stories of the Flight from Nazi Germany to America

New Press. Hardcover. Book Condition: New. 1565843940 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



Shlomo Aronson: Making Peace with the Land, Designing Israel's Landscape

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