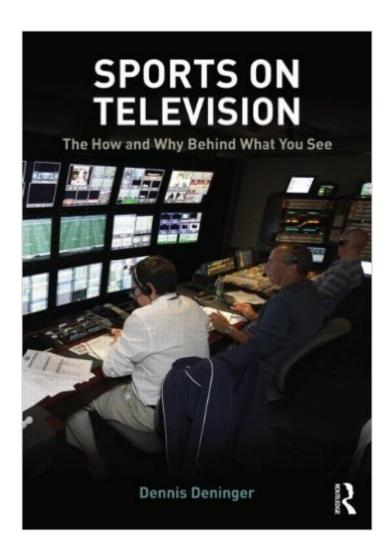
The book was found

Sports On Television: The How And Why Behind What You See





Synopsis

In Sports on Television, Dennis Deninger provides an all-encompassing view of the sports television industry. He progresses from the need for this book, to the history of the industry and discipline, to the pioneering events of sports broadcasting and sports television, to a nuts-and bolts, behind-the-scenes look at a sports television production. All the while, he examines the impact that sports and the mass media have had (and are continuing to have) on one another and on society.

Book Information

Paperback: 248 pages

Publisher: Routledge; null edition (August 24, 2012)

Language: English

ISBN-10: 0415896762

ISBN-13: 978-0415896764

Product Dimensions: 6.9 x 0.5 x 9.9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â See all reviews (2 customer reviews)

Best Sellers Rank: #154,553 in Books (See Top 100 in Books) #18 in Books > Sports & Outdoors

> Miscellaneous > Journalism #31 in Books > Business & Money > Industries > Sports &

Entertainment > Sports #97 in Books > Business & Money > Industries > Media &

Communications

Customer Reviews

This is the most comprehensive and thorough book on sports television to date. Author and long time ESPN executive Dennis Denninger gives great perspective from the early days to why sports television is the most dominant force in the explosive growth in sports business today. It also gives your the nuts and bolts inside the control room and inside the board rooms, where executives have leveraged their position as the biggest window to the consumer to fuel the dramatic revenue growth in all areas of sports-content, merchandise, advertising and sponsorship. A must for anyone who wants to be part of this dynamic field.

I am very proud to review this book for my very good friend Dennis. He grew up across from our street in Hornell, NY. We shared alot of memories and still do, with his wife, my wife, and our families. This is a wonderful textbook and a great read about sports and television. This is a guy who grew up from through the roots of America and proves that anybody can. Just because he is one of my best friends, does'nt mean anything. Everyone who enjoys SPORTS and TELEVISION will learn and enjoy this publication. No BS, I love this book and know you will to. Berto from Homer, Ny

Download to continue reading...

Sports on Television: The How and Why Behind What You See Sports Betting: Tools, Strategies, and Principles Behind Winning Sport Predictions: Sports Investing and Making Money in NBA, NFL, NCAA, Football and Basketball ... Sports Wagering, NFL Betting, NBA Betting) Sports Betting for Beginners: How To Read The Sports Odds So You Can Turn A Few Dollars Into Big Winnings With Sports Betting! Summary of See Me: Novel By Nicholas Sparks -- Full Summary & More! (See Me: A Full Summary -- Hardcover, Summary, Paperback, Sparks, Audiobook Audible) The Naked Now: Learning To See As the Mystics See Why Less Is More for WOSPs (Well-Intentioned, Overinvolved Sports Parents): How to Be the Best Sports Parent You Can Be A roulette system that will not make you rich, but will show you the way to win all you need for a living: If you see a table full of people and then suddenly ... empty, just with one person, that is me.. BEANY AND CECIL Comic Book Collection: ALL 5 CLASSIC COMIC BOOKS BASED ON THE ANIMATED TELEVISION SHOW PUBLISHED IN THE 1950s (CLASSIC TELEVISION CARTOON COMIC BOOKS) Watching TV: Six Decades of American Television, Second Edition (Television and Popular Culture) THE RIFLEMAN 2: 6 COMPLETE ISSUES OF THE CLASSIC COMIC BOOKS BASED ON THE HIT 1960s TELEVISION SERIES (Classic Television Comic Books Book 8) Children's Television: The First Thirty-Five Years, 1946-1981- Part 1: Animated Cartoon Series (Children's Television: The First Thirty Years) (Pt. 1) Olympic Sports - When and How?: History of Olympic Sports Then, Now And Beyond: Olympic Books for Kids (Children's Olympic Sports Books) Sports Illustrated Almanac 2015 (Sports Illustrated Sports Almanac) You Can't Make This Up: Miracles, Memories, and the Perfect Marriage of Sports and Television You Can't Make This Up CD: Miracles, Memories, and the Perfect Marriage of Sports and Television The Man from U.N.C.L.E. Book: The Behind-the-Scenes Story of a Television Classic Why Can't My Child Behave?: Why Can't She Cope? Why Can't He Learn? The Feingold Diet updated for today's busy families IS THIS WHY AFRICA IS? (Why Africa is poor, Why Africa is not developing, What Africa needs, What Africa needs to develop): Africa, Africa, Africa, Africa, Africa, Ebola, Ebola, Ebola, Ebola, Ebola Television Sports Production The Cleanest Race: How North Koreans See Themselves and Why It Matters

Dmca