

Sports Publicity - Joseph Favorito

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Sports Publicity offers unique, practical insight to the oft-overlooked but vastly important aspect of effective public relations within a sport organization. Written by Joe Favorito, former Vice President of PR for the New York Knicks, this book offers a diverse look at the various genres of sport PR, and delves into the history of the field, as well as providing perspective on where it is going with the burgeoning popularity of various new media. Featuring chapters that emphasize and instruct regarding the importance of good writing and speaking, this book also looks at themse such as: how to effectively deal with international media the expectations of non-American press with American athletes how non-American athletes deal with American media respecting traditions and avoiding stereotypes This book uses the professionalexperience of the author to give students and practioners valuable insights into the industry of sport publicity. It is therefore, an essential read for anyone interested in the sector.Author: Favorito, Joseph Publisher: Routledge Illustration: N Language: ENG Title: Sports Publicity Pages: 00408 (Encrypted EPUB) / 00408 (Encrypted PDF) On Sale: 2012-06-14 SKU-13/ISBN: 9780750683029 Lib Category: Sports - Public relations Category: Business & Economics : Management - General Category: Sports & Recreation : General

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