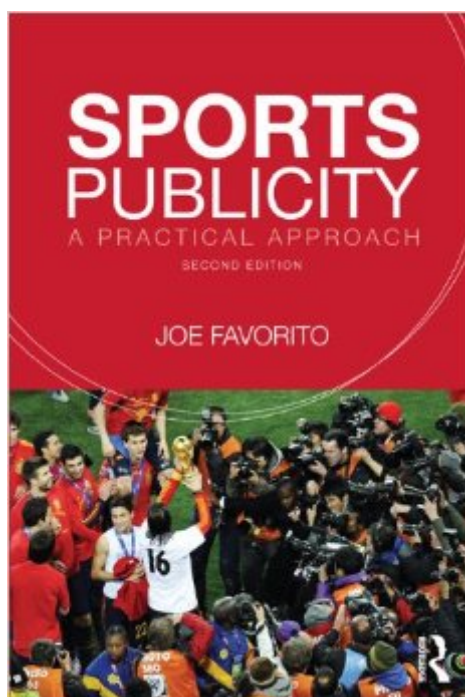


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Sports Publicity: A Practical Approach



Synopsis

Effective communications skills are essential for any organization. In this fully revised and updated edition of his groundbreaking guide to communications in sports, Joe Favorito introduces the skills, knowledge and techniques needed to become a successful communicator. Drawing on nearly thirty years of professional experience, including work with the International Baseball Federation, New York Knicks, Philadelphia 76ers, Bloomberg Sports and the US Tennis Association, as well as projects with the NFL, USOC, NASCAR, MLB, MLS and many other elite groups and brands in sports and entertainment, Favorito outlines the history of sports communications, explores all the most important professional themes, topics and issues, and highlights exciting opportunities for future growth and development. With a strong emphasis on professional practice and the day-to-day realities of working in sports and entertainment, the book covers all the core functional areas such as:

- Effective writing and speaking
- Building and Marketing brands
- Developing contacts and networks
- Social and Digital Media Strategy
- Gaining experience and internships
- Crisis management
- Successful pitching
- Press conferences
- Working with individual athletes, teams and league organizations
- Agents, Broadcast Networks and Agencies
- Understanding the global sports market

The second edition includes brand new material on using social media, gaming, and brand integration, as well as extended real-world case studies and interviews with trailblazing PR professionals. No other book offers such a valuable insider's view of the sports communications industry or the importance of PR and media relations in building successful sports organizations. Sports Publicity is essential reading for all students working in sport business, marketing or communications, and any PR practitioner looking to improve their professional skills and technique.

Book Information

File Size: 4022 KB

Print Length: 385 pages

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

Publisher: Routledge; 2 edition (November 27, 2012)

Publication Date: November 27, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B00AHANSFM

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #177,698 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #29

inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Public Relations #41

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