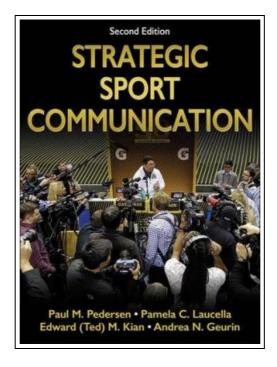
Strategic Sport Communication 2nd Edition (Hardback)



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Reviews

Good e-book and beneficial one. I was able to comprehended everything out of this published e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Mariana Schaden II)

STRATEGIC SPORT COMMUNICATION 2ND EDITION (HARDBACK)



Human Kinetics Publishers, United States, 2016. Hardback. Condition: New. 2nd edition. Language: English. Brand New Book. Strategic Sport Communication, Second Edition, explores the sport industry s exciting and multifaceted segment of sport communication. With communication theory, sport literature, and insight from the industry s leading professionals, the text presents a standard framework that introduces readers to the many ways in which individuals, media outlets, and sport organizations work to create, disseminate, and manage messages to their constituents. The team of international authors has drawn on its extensive practical, academic, and leadership experiences to update and revitalize this second edition of Strategic Sport Communication. Using the industry-defining standard of the Strategic Sport Communication Model (SSCM), the text explores sport communication in depth and then frames the three major components of the field: personal and organizational communication, sport media, and sport communication services and support. Readers will discover how each aspect of this segment of the sport industry is integral to the management, marketing, and operational goals at all levels of sport organizations. The second edition includes the following enhancements:

- A new, expanded chapter titled Integrated Marketing Communication in Sport allows students to explore modern marketing strategy. - Substantial updates and new information on multiple social media platforms throughout the book elucidate the latest trends. - Sport Communication at Work sidebars and Profile of a Sport Communicator features apply topics and theoretical concepts to real-world situations. - Key terms, learning objectives, and chapter wrap-ups with review questions, discussion questions, and individual exercises keep readers engaged and focused. - An expanded ancillary package provides tools for instructors to use in course preparation and presentation. The content is complemented by photos throughout and organized in an easy-to-read sty



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