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# KEEPERS OF THE FLAME: NFL FILMS AND THE RISE OF SPORTS MEDIA (PAPERBACK)

University of Illinois Press, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. NFL Films changed the way Americans view football. Keepers of the Flame: NFL Films and the Rise of Sports Media traces the subsidiary s development from a small independent film production company to the marketing machine that Sports Illustrated named perhaps the most effective propaganda organ in the history of corporate America. Drawing on research at the NFL Films Archive and the Pro Football...

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- Authored by Travis Vogan
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