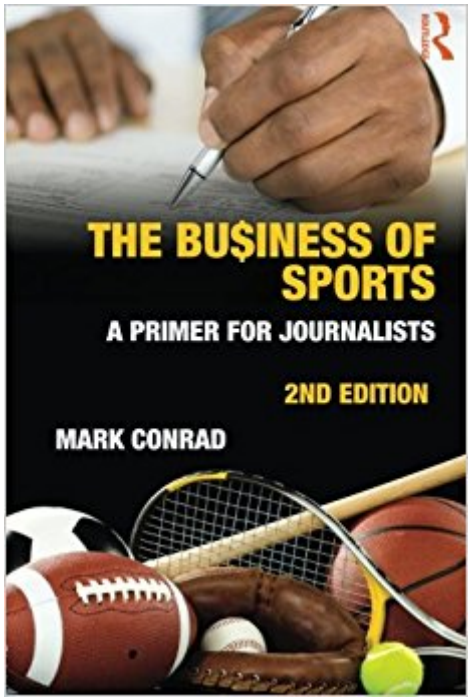
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The Business Of Sports: A Primer For Journalists (Communication (Routledge Paperback))



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Synopsis

This book explores the business aspect of sports with an orientation to those topics that are most relevant to journalists, providing the foundation for understanding the various parts of the sports business. Moving beyond sports writing, this text offers a distinct perspective on professional, college, and international sports organizations Ã¢â ¬â œ structure, governance, labor issues, and other business factors within the sports community. Written clearly and compellingly, The Business of Sports includes cases (historical, current, and hypothetical) to illustrate how business concerns play a role in the reporting of sports. New features for the second edition include: updates throughout, including disciplinary policies throughout the major sports leagues expanded discussion of intellectual property issues and merchandising new sections on ethical issues in sports, aimed at journalists. Offering critical insights on the business of sports, this textÃ Â is a required resource for sports journalists and students in sportsÃ Â journalism.

Book Information

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"When compared with the first edition (2005), the second edition of this primer reflects five years of changes in the world of sports. Names change and leagues change, sure, but more to the point--and covered here--are changes related to economics, labor, the law (e.g., property copyright cases as electronic media link the world ever closer), and so on. All these are now required reporting for news organizations."Ã¢â ¬â ¢Recommended in CHOICE, August 2011, J. Marren,

Buffalo State College, USA

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