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By Deninger, Dennis

Routledge, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Michael Aresco, executive vice president of CBS Sports: "Dennis Deninger is the perfect person to have written this masterful book. His long and rich experience as an event and studio producer at ESPN during the company's formative years and his subsequent experience in the classroom, give him a unique, broad and unparalleled perspective from which to examine all aspects of the sports television business. What makes this textbook even more valuable is his clear, concise and fluid writing style as well as his enthusiasm for the material. Students, and even general readers, will gain much useful information and insight from this outstanding work." George Veras, President & CEO of Pro Football Hall of Fame Enterprises and Emmy Award winning sports producer: "This book is a true tour de force! It is by far the most comprehensive and in depth treatment of the subject ever, pulling together history and the reality of sports television. It succeeds in finally giving us an overview that to date has only been available to the public in bits and pieces. It's overdue and much needed." John Skipper, President...



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