



Sports Publicity: A Practical Approach (Hardback)

By Joe Favorito

Taylor Francis Ltd, United Kingdom, 2012. Hardback. Book Condition: New. 236 x 152 mm. Language: English . Brand New Book. 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...



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