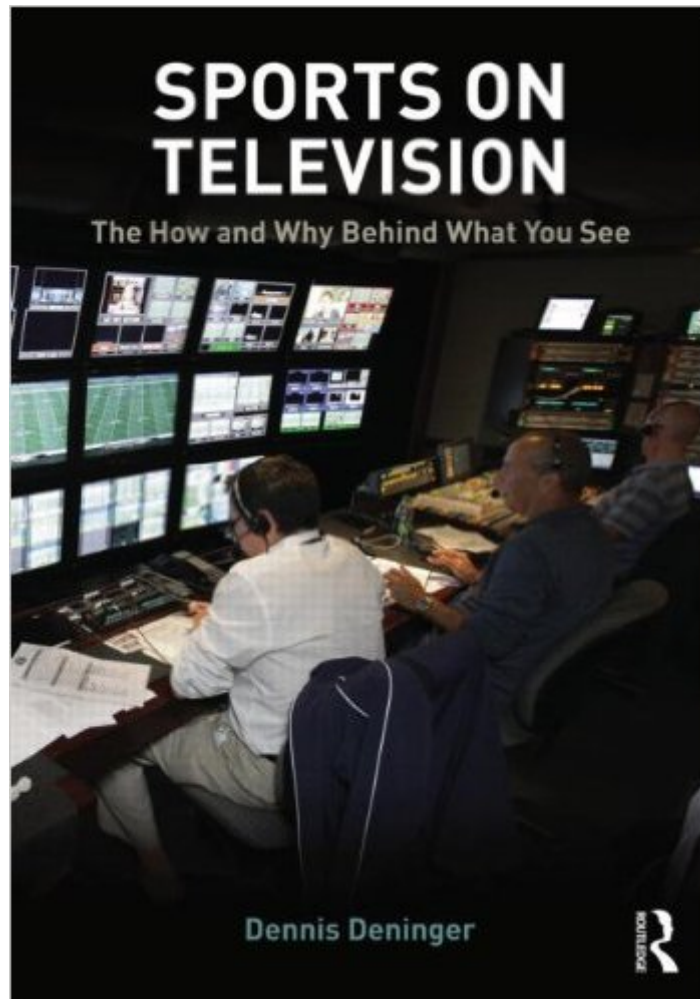


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# Sports On Television: The How And Why Behind What You See



## Synopsis

In *Sports on Television*, Dennis Deninger provides an all-encompassing view of the sports television industry. He progresses from the need for this book, to the history of the industry and discipline, to the pioneering events of sports broadcasting and sports television, to a nuts-and bolts, behind-the-scenes look at a sports television production. All the while, he examines the impact that sports and the mass media have had (and are continuing to have) on one another and on society.

## Book Information

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## Customer Reviews

This is the most comprehensive and thorough book on sports television to date. Author and long time ESPN executive Dennis Deninger gives great perspective from the early days to why sports television is the most dominant force in the explosive growth in sports business today. It also gives you the nuts and bolts inside the control room and inside the board rooms, where executives have leveraged their position as the biggest window to the consumer to fuel the dramatic revenue growth in all areas of sports-content, merchandise, advertising and sponsorship. A must for anyone who wants to be part of this dynamic field.

I am very proud to review this book for my very good friend Dennis. He grew up across from our street in Hornell, NY. We shared a lot of memories and still do, with his wife, my wife, and our families. This is a wonderful textbook and a great read about sports and television. This is a guy who grew up from through the roots of America and proves that anybody can. Just because he is

one of my best friends, doesn't mean anything. Everyone who enjoys SPORTS and TELEVISION will learn and enjoy this publication. No BS, I love this book and know you will to. Berto from Homer, Ny

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