



Handbook of Sports and Media (Routledge Communication Series)

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As a unique collection on a very timely topic, the volume offers chapters examining the development of sports media; production, coverage, and economics of sports media; sports media audiences; sports promotion; and race and gender issues in sports and media. Unique in its orientation and breadth, the *Handbook of Sports and Media* is destined to play a major role in the future development of this fast-growing area of study. It is a must-have work for scholars, researchers, and graduate students working in media entertainment, media psychology, mass media/mass communication, sports marketing and management, popular communication, popular culture, and cultural studies.

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