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## TOTAL SPORTSCASTING: PERFORMANCE, PRODUCTION, AND CAREER DEVELOPMENT



Focal Press, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "The gap between the theoretical and the practical in sports television can be vast. Total Sportscasting bridges that gap with tremendous insights and real-life experiences from some of the industry's most important decision and opinion makers. Authors Marc Zumoff and Max Negin present a deep and practical understanding of this fascinating business in a unique and original presentation." -Jon Slobotkin, Vice President and...

**Read PDF Total Sportscasting: Performance, Production, and Career Development**

- Authored by Zumoff, Marc; Negin, Max
- Released at 2014



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