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By Zumoff, Marc; Negin, Max

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 Executive Producer/Live Events, NBC Sports Regional Networks "This is the book that sportcasting professors have been waiting for. Total Sportscasting offers students a thorough look at the industry, from both the performance side as well as the business side. It's a must-read for students who are considering a career in sports broadcasting." -Tammy Trujillo, Mt. San Antonio College, KSAK 90.1 FM, USA ; News Host, 89.3 FM KPCC "If you are searching for a text that explains the ins and outs--the hows and whys--of televised sport, here is the most comprehensive book you will find. Finally, a text that provides the student with the important aspects of sports television." -Rodger Smith, George Mason University, USA "Readers will benefit from the..."



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