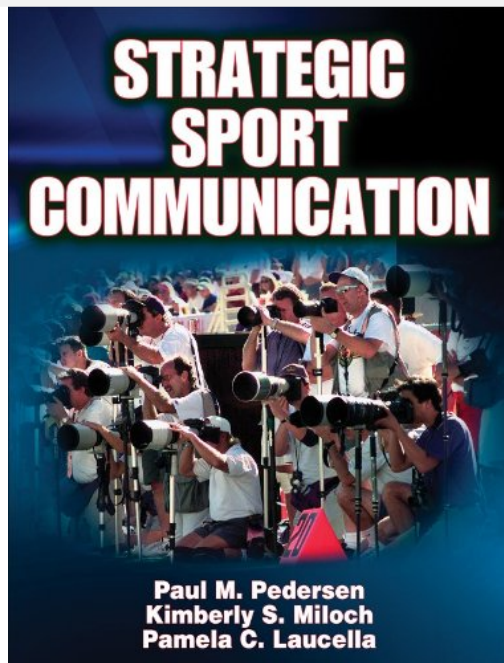

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Book Synopsis

Introduces readers to the exciting world of sport communication, integral to the successful management, marketing, and operation of sport organisations at all levels. This book offers an outline of the communication industry, including the many professional careers available and the skills they employ - from journalism to advertising.
