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Sommario/riassunto	"Dennis Deninger has succeeded in covering the full gamut of sports television and sports broadcasting. The book proceeds from why this book needs to be written, to the history of the industry and discipline, the pioneering events of sports broadcasting and sports television, to a nuts-and bolts, behind-the-scenes look at a sports television production. Its potential audience includes academics, practitioners and

the casual reader. This book provides an all-encompassing view of the sports television industry"--
