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Sommario/riassunto	'I always turn to the sport section first. The sport section record people's accomplishments; the front page nothing but man's failures.' - Earl Warren. Sports journalism, once dismissed as the 'toyshop' editorial department, has grown in importance as sport has become bigger and bigger business, generating billions in revenue to those who

own teams, franchises, tournaments and organisations. Millions consume their newspapers from back to front and the audience for Britain's only 24 sports news channel more than eclipses news rivals. This book gives aspiring journalists and those reporters loo
