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## SPORTS MEDIA: TRANSFORMATION, INTEGRATION, CONSUMPTION



Taylor & Francis Ltd. Paperback. Book Condition: new. BRAND NEW, Sports Media: Transformation, Integration, Consumption, Andrew C. Billings, Looking toward a future with increasingly hybridized media offerings, Sports Media: Transformation, Integration, Consumption examines sports media scholarship and its role in facilitating understanding of the increasingly complex world of sports media. Acknowledging that consumer demand for sports media content has influenced nearly every major technology innovation of the past several decades, chapters included herein assess existing scholarship while positing important future...

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