



Sports for Sale: Television, Money, and the Fans

By David A. Klatell, Norman Marcus

Oxford University Press, USA, 1988. Hardcover. Book Condition: New. Publisher: Oxford University Press Date of Publication: 1988 Binding: hardcover Edition: Condition: Near Fine Description: HB DJ Minor shelf wear. ABC managed to lose 65 Million at the Calgary olympics even though it sold every available commercial. 252 pages.



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