



The Business of Sports: A Primer for Journalists (Communication Series)

Mark Conrad

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This book explores the business aspect of sports with an orientation to those topics that are most relevant to journalists, providing the foundation for understanding the various parts of the sports business. Moving beyond sports writing, this text offers a distinct perspective on professional, college, and international sports organizations – structure, governance, labor issues, and other business factors within the sports community. Written clearly and compellingly, *The Business of Sports* includes cases (historical, current, and hypothetical) to illustrate how business concerns play a role in the reporting of sports.

New features for the second edition include:

- updates throughout, including disciplinary policies throughout the major sports leagues
- expanded discussion of intellectual property issues and merchandising
- new sections on ethical issues in sports, aimed at journalists.

Offering critical insights on the business of sports, this text is a required resource for sports journalists and students in sports journalism.



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