Wenner

MediaSport

MediaSport is a comprehensive introduction to the ways in which sport and the media interact. It is written by leading experts from around the world in the field of sports studies, sports journalism and leisure studies. Among the subjects covered are: * sports ethics * sport and race * sport and gender * sport and violence on television * the globalization of sports * marketing sports on the Internet.

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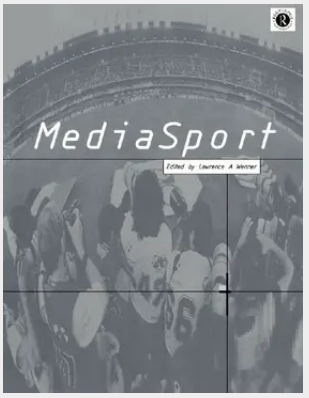

96,70 €
96,70 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780415140416
Medium: Buch
ISBN: 978-0-415-14041-6
Verlag: Routledge
Erscheinungstermin: 30.07.1998
Sprache(n): Englisch
Auflage: Erscheinungsjahr 1998
Produktform: Kartoniert
Gewicht: 681 g
Seiten: 352
Format (B x H): 189 x 246 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)