

Espn The Making Of A Sports Media Empire

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Ambitious and long overdue, ESPN: The Making of a Sports Media Empire offers an inside look at how the network changed an industry and reshaped the very way we live as sports fans.

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ESPN: The Making of a Sports Media Empire (Audiobook) by ...

While this book may be about ESPN, a sports media giant, it is not necessarily a sports book. This book analyzes how ESPN grew from a network offering alternative sports like darts and table tennis to being the worldwide leader in sports programming. It is more an educational read and shows how ESPN marketed and developed their brand.

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Vogan's follow-up work, ESPN: The Making of a Sports Media Empire, extends that methodology to assess how the "worldwide leader in sports" has conscientiously undertaken a series of efforts not usually associated with sports broadcasting and journalism in order to keep viewers' eyes glued to its content. In short, ESPN has ventured into documentaries, magazines, scripted and reality television, and online longform journalism in order to build a brand that differentiates itself from ...

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ESPN: The Making of a Sports Media Empire by Travis Vogan

Kevin Durant: The Making of a Mogul ... Shayan Asgharnia for ESPN. A great brand is a lot like a great jump shot: The best ones appear effortless. And yet, underneath the surface, years of sweat ...

Kevin Durant: The Making of a Mogul - ESPN.com

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Connor Schell was a young development executive at ESPN in 2006 when he first learned that footage of Jordan's last year with the Bulls existed. ... ['Making a Murderer'] had just premiered on ...

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Ambitious and long overdue, ESPN: The Making of a Sports Media Empire offers an inside look at how the network changed an industry and reshaped the very way we live as sports fans. eISBN: 978-0-252-09786-7. Subjects: Business, Sociology × Close Overlay Table of Contents ...

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