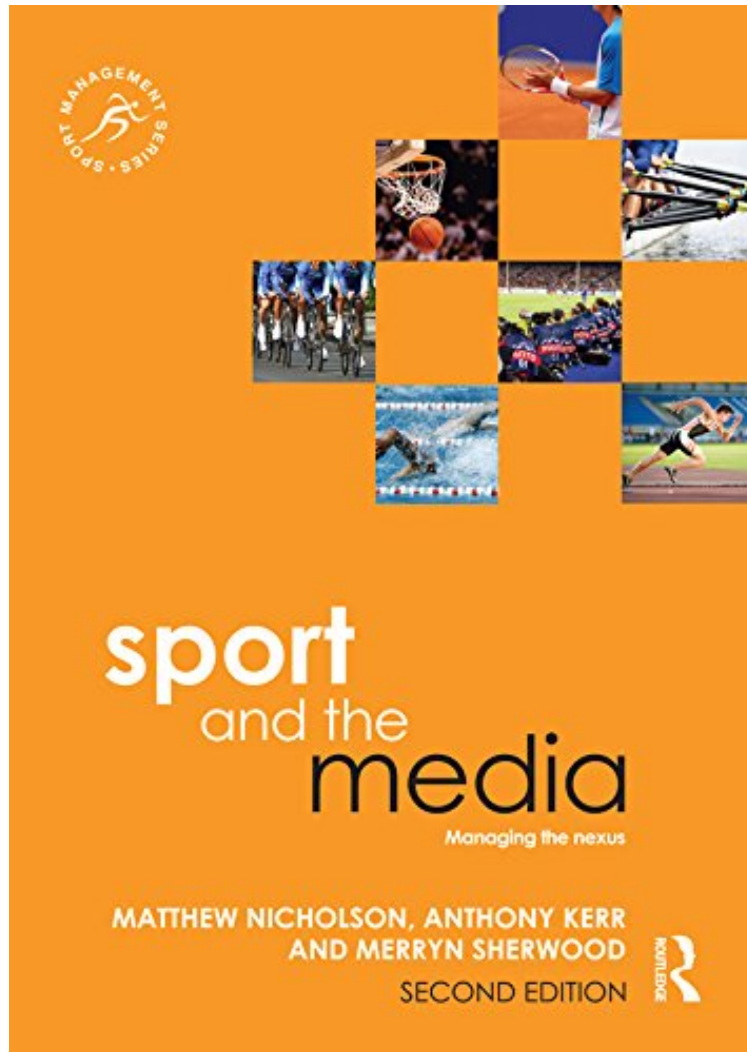


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Sport and the Media: Managing the Nexus (Sport Management Series)

Matthew Nicholson, Anthony Kerr, Merryn Sherwood
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Matthew Nicholson, Anthony Kerr, Merryn Sherwood : Sport and the Media: Managing the Nexus (Sport Management Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Sport and the Media: Managing the Nexus (Sport Management Series):

Successful media relations and a sound communication strategy are essential for all sport organizations. Any successful manager working in sport must have a clear understanding of how the media works, as well as the practical skills to manage the communication process. Now in a fully revised and updated second edition, Sport and the Media:

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About the Author Matthew Nicholson is an Associate Professor within the Centre for Sport and Social Impact at La Trobe University, Australia. Matthew's research interests include the social impact of sport, the capacity of the community sport sector, increasing participation in sport and physical activity, the sport media nexus and efficacy of government policy. Matthew is the author and editor of a wide range of books, including Sport Management: Principles and Applications, Participation in Sport, Sport and Policy: Issues and Analysis and Sport and Social Capital. Anthony Kerr is a Lecturer in the Department of Management and Marketing at La Trobe University, Australia. He has designed and delivered a wide range of subjects in sport business and marketing and his research interests focus on brand equity and professional football, especially the contribution that foreign fans ('satellite supporters') can make to an organisation's bottom line in a global marketplace. He has been recognised for excellence in teaching and has a proven track record in marketing, sponsorship and media relations for sport organizations worldwide, and has worked with some of the world's most famous brands: Nike, ATT Wireless, SEGA, Time Warner and the UK Super League. Merryn Sherwood is a former award-winning newspaper journalist, who has worked in the media space at major events including the Vancouver 2010 Winter Olympic Games, 2010 Singapore Youth Olympic Games, Delhi 2010 Commonwealth Games, the 2011 Rugby World Cup and the Australian Open. Since 2011 she has worked as a media contractor for the International Triathlon Union, including driving the ITU's social media channels at the London 2012 Olympic Games and editing Mind, Body, Soul - 25 Years of the International Triathlon Union, a limited edition book release to celebrate 25 years of the ITU's history. She is currently undertaking a PhD that explores the roles of communications and media relations staff within Australian sports organisations at La Trobe University, where she also teaches in the sport management programme.