



ESPN the Company: The Story and Lessons Behind the Most Fanatical Brand in Sports

By Anthony F Smith, Keith Hollihan

BRILLIANCE AUDIO, 2014. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. ESPN The Company reveals the inside scoop on the biggest business story in sports, detailing the creative and innovative spirit and practices that drove the programming, products, and services of the most powerful and prominent name in sports media. The authors provide a behind-the-scenes perspective on how ESPN dealt with its many partners and how the company handled mistakes and missteps along the way--from the humble beginnings of ESPN as an underrated start-up to the pinnacle of its success as a major industry player.



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