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BookBaby, United States, 2016. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. The Fundamentals of Sports Media and Sponsorship Sales: Developing New Accounts is a tutorial in narrative form that provides practical step-by-step instruction on how to develop new sports sponsors and advertisers. There s guidance covering the gamut from getting organized, identifying prospects, preparing for the first conversation, commanding the room when presenting a proposal and closing a piece of business. PricewaterhouseCooper forecasts...

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- Authored by David J Halberstam
- Released at 2016



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