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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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