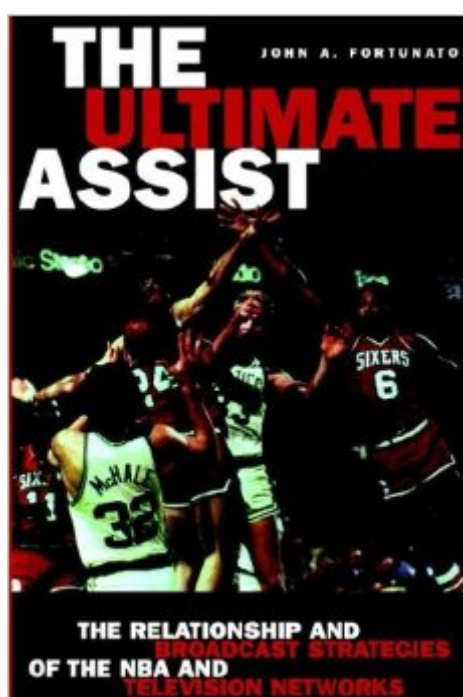


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# **The Ultimate Assist: The Relationship And Broadcast Strategies Of The Nba And Television Networks (Hampton Press Communication Series: Mass Media And Journalism)**



## Synopsis

This volume examines the relationship between the NBA and the television networks who broadcast its games. It reveals several broadcast strategies that were implemented to help grow the sport of NBA basketball from the late 1970s-80s to the present. It features exclusive interviews with key personnel and offers an integrated model of mass media and uses and gratifications effects.

## Book Information

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Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (4 customer reviews)

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## Customer Reviews

I cannot speak well enough about the author or his book! Dr. Fortunato has combined both brilliance and enthusiasm into his book, *The Ultimate Assist*. If anyone has ever been interested in topics ranging anywhere from the NBA to the mass media, this is no doubt the ideal text to own. Dr. Fortunato currently has a Ph.D. in Communication from Rutgers University, and an M.A. in Communication and B.A. from William Paterson University, and has successfully created a fascinating non-fiction work that depicts the NBA as it is today; *The Ultimate Assist* is a definite page-turner. With fascinating interviews, unlimited knowledge, and the greatest passion, *The Ultimate Assist* is no doubt a book that everyone should own a copy of.

Not only did I enjoy this book, but I enjoyed the professor as well. *The Ultimate Assist* is a great way to get a feeling for what goes on behind the scenes in the sports media industry (especially in the NBA). The book provides insightful quotes, interesting graphs and polls, and reflects the true

essence of Mr. Fortunato's intelligent and great personality.

I did not like the NBA when I picked up this book, but after reading this well written document. I found myself respecting its tremendous progress. Thanks to John Fortunato for putting this together and helping us understand the behind the scenes NBA world. It is a MUST READ for basketball fans of all ages.

I found the Ultimate Assist to be very insightful. Fortunato presents the facts in a very smooth enjoyable way. An excellent read for any N.B.A. fan

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