

Access Free Coaching Youth Basketball 5th Edition Pdf Free Copy

The Everything Kids' Basketball Book, 5th Edition **The Book of Basketball** *The Baffled Parent's Guide to Coaching Youth Basketball* **Principles and Practice of Sport Management** **Basketball Rules for Kids** **The Everything Kids' Soccer Book, 5th Edition** **Basketball Bobby** *Heaven Is a Playground* **Basketball Skills and Drills** **Learning STEM from Basketball Sports Illustrated: 2002 Sports Almanac** **The New Business Road Test** *A March to Madness* **Media Relations in Sport 5th Edition** *The Basketball Diaries* **Strategic Sport Marketing** **Basketball's Greatest Stars** *Heaven Is a Playground* **Sport Marketing** *It's a Numbers Game!* **Basketball Bball Basics for Kids** **The Legends Club** *How to Play Basketball for Kids* **Mathematics for Elementary School Teachers Never Forget They're Kids - Ideas for Coaching Your Daughter's 4th - 8th Grade Basketball Team** **The Everything Kids' Football Book** **Historical Dictionary of Basketball** **The Absolutely True Diary of a Part-Time Indian** **Television Sports Production** **Sports Marketing** *Dino-Baseball* **Basketball Sports Medicine and Science** **A Whole New Ballgame** **Administration of Physical Education and Sport Programs** **Television Sports Production** *Basketball (and Other Things)* *My First Book of Basketball* **Television Sports Production, 5th Edition** **Basketball's Greatest Players**

ROAD TEST YOUR IDEA BEFORE YOU LAUNCH YOUR LEAN START-UP Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry? Are you the right person to pursue it? No matter how talented you are or how much capital you have, if you're pursuing a fundamentally flawed opportunity then you're heading for failure. So before you launch your lean start-up, take your idea for a test drive and make sure it has a fighting chance of working. Now in its fifth edition, *The New Business Road Test* is the essential handbook for anyone wanting to launch a start-up. The new and fully updated case studies – Ella's Kitchen, Whole Foods, eBay and more – and 'seven domains' framework will help you avoid impending disaster and enhance your chances of achieving your entrepreneurial dreams. This book will help you answer the live-or-die questions: · Are the market and industry attractive? · Does the opportunity offer both customer benefits as well as competitive and economic sustainability? · Can you deliver the results you seek? The accompanying app (available on iTunes and Android) makes it easy to assemble all the evidence you need for your road test, wherever you are. www.newbusinessroadtest.com

The urban classic coming-of-age story about sex, drugs, and basketball Jim Carroll grew up to become a renowned poet and punk rocker. But in this memoir of the mid-1960s, set during his coming-of-age from 12 to 15, he was a rebellious teenager making a place and a name for himself on the unforgiving streets of New York City. During these years, he chronicled his experiences, and the result is a diary of unparalleled candor that conveys his alternately hilarious and terrifying teenage existence. Here is Carroll prowling New York City--playing basketball, hustling, stealing, getting high, getting hooked, and searching for something pure. *The Basketball Diaries* was the basis for the film of the same name starring Leonardo DiCaprio. "I met him in 1970, and already he was pretty much universally recognized as the best poet of his generation. . . . The work was sophisticated and elegant. He had beauty." -- Patti Smith

Everything kids need to know about their favorite sport including up-to-date stats and information on players and teams in this revised, updated edition of *The Everything Kids' Soccer Book*. Your kids can finally learn everything they could ever need or want to know about soccer in this revised and updated edition of *The Everything Kids' Soccer Book*. Young soccer fans will learn fun and exciting ways to perfect their passing, shooting, and dribbling skills and master the fancy footwork needed to becoming a soccer superstar. This new edition features up-to-date information about the MLS and the World Cup teams as well as dozens of interactive games and puzzles to keep them entertained. No matter what level of soccer player your child is, this book makes learning about the world's favorite sport—almost—as fun as playing it! Sport marketing is more accessible than ever, with sport business professionals, companies, the media, athletes, teams, coaches, and fans connecting in new ways and with new experiences. *Sport Marketing, Fifth Edition With HKPropel Access*, presents a modernized, current-day approach to the dynamic industry of sport marketing. A full-color presentation brings this vibrant field to life with comprehensive coverage—balanced between theoretical and practical—to provide an understanding of the foundations of sport marketing and how to enhance the sport experience. Building on the legacy that Bernard Mullin, Stephen Hardy, and William Sutton established in the first four editions, a new author team, handpicked by their predecessors, draw from their modern experience in the field to add a fresh perspective to this essential text. They bring the sport industry directly to the reader through extensive industry examples, interviews of top sports executives, challenging case studies, and global perspectives from teams, leagues, and other agencies around the world. Reflecting the evolving landscape of sport marketing, the text will prepare students to stay on the leading edge with the following updates: A focus on current and emerging technologies and how they have revolutionized the sport industry—ranging from mobile video streaming and fantasy sports to artificial intelligence and virtual reality Greater emphasis on data and analytics to make more informed business decisions In-depth examination of how social media and digital platforms serve as critical communication channels to drive sport marketing strategy and execution New content on target marketing, including understanding millennial sports fans and engaging with Generation Z Updated coverage of sales processes, addressing both traditional methods and new strategies for the mobile age Discussion of modern ticketing practices and the secondary ticket market, including how leagues partner with secondary ticket providers and the impact on pricing strategies Also new to the fifth edition are related online learning aids, now delivered through HKPropel, designed to engage students and test comprehension of the material. Exclusive video interviews with sport industry leaders offer insights into how they incorporate marketing strategies into their daily work. Discussion questions and activities for each chapter guide students to apply core concepts, and web search activities provide opportunities for students to compare strategies found on sport organization websites and other online locations. In addition, chapter objectives, an opening scenario, sidebars highlighting key concepts, and Wrap-Up, Activities, and Your Marketing Plan sections at the ends of chapters offer students additional learning tools as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry. With *Sport Marketing, Fifth Edition With HKPropel Access*, students will develop valuable marketing skills and prepare for a successful career in the competitive world of sport marketing. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately. Features essays, player profiles, and statistics for the 1998 sports year, covering football, baseball, hockey, tennis, boxing, and other sports; and includes month-by-month event listings for 1999. It's the book in which America's favorite sportswriter returns to the arena of his most successful bestseller, *A Season on the Brink*. It's the book that takes us inside the intensely competitive Atlantic Coast Conference & paints a portrait of how college basketball is coached & played at the highest level. It's the book that takes us onto the courts, into the locker rooms, & inside the high-pressure world of the talented coaches who have helped make the ACC's nine colleges - Duke, North Carolina, North Carolina State, Clemson, Georgia Tech, Virginia, Maryland, Wake Forest, & Florida State - world-renowned for their championship basketball teams. The author's afterword to this edition will recap the ACC's current season & preview the 1998-99 rivalries. **NEW YORK TIMES BESTSELLER** • **The NBA** according to *The Sports Guy*—now updated with fresh takes on LeBron, the Celtics, and more! Foreword by Malcom Gladwell • “The work of a true fan . . . it might just represent the next phase of sports commentary.”—*The Atlantic* Bill Simmons, the wildly opinionated and thoroughly entertaining basketball addict known to millions as ESPN's *The Sports Guy*, has written the definitive book on the past, present, and future of the

NBA. From the age-old question of who actually won the rivalry between Bill Russell and Wilt Chamberlain to the one about which team was truly the best of all time, Simmons opens—and then closes, once and for all—every major pro basketball debate. Then he takes it further by completely reevaluating not only how NBA Hall of Fame inductees should be chosen but how the institution must be reshaped from the ground up, the result being the Pyramid: Simmons's one-of-a-kind five-level shrine to the ninety-six greatest players in the history of pro basketball. And ultimately he takes fans to the heart of it all, as he uses a conversation with one NBA great to uncover that coveted thing: The Secret of Basketball. Comprehensive, authoritative, controversial, hilarious, and impossible to put down (even for Celtic-haters), *The Book of Basketball* offers every hardwood fan a courtside seat beside the game's finest, funniest, and fiercest chronicler. *MATHEMATICS FOR ELEMENTARY SCHOOL TEACHERS, 6E* offers future teachers a comprehensive mathematics course designed to foster concept development through examples, investigations, and explorations. In this text, intended for the one- or two-semester course required of Education majors, Bassarear demonstrates that there are many paths to solving a problem, and sometimes problems have more than one solution. The author presents real-world problems—problems that require active learning in a method similar to how archaeologists explore an archaeological find: they carefully uncover the site, slowly revealing more and more of the structure. Visual icons throughout the main text allow instructors to easily connect content to the hands-on activities in the corresponding Explorations Manual. With this exposure, future teachers will be better able to assess student needs using diverse approaches. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. This book is designed as a comprehensive educational resource not only for basketball medical caregivers and scientists but for all basketball personnel. Written by a multidisciplinary team of leading experts in their fields, it provides information and guidance on injury prevention, injury management, and rehabilitation for physicians, physical therapists, athletic trainers, rehabilitation specialists, conditioning trainers, and coaches. All commonly encountered injuries and a variety of situations and scenarios specific to basketball are covered with the aid of more than 200 color photos and illustrations. *Basketball Sports Medicine and Science* is published in collaboration with ESSKA and will represent a superb, comprehensive educational resource. It is further hoped that the book will serve as a link between the different disciplines and modalities involved in basketball care, creating a common language and improving communication within the team staff and environment. Everything kids need to know about America's favorite sport including essential information about the all-time greats, today's favorite players, and playing tips! Do you know: What a draw play is? Who holds the all-time touchdown record? What teams play in the Big Ten Conference? You'll go from rookie to Pro Bowler in no time with this football-lover's guide to the gridiron. Whether you're new to the game or a longtime fan, this book has everything you need to know about the exciting game of football! Filled with the latest stats, tackle-worthy trivia, and more than 25 fun puzzles, this revised and updated guide gives you all the ins and outs of the game, including: -The history of football and the NFL -Football stats and record holders -How to predict which teams will make it to the Super Bowl -How to develop offensive and defensive skills -Fantasy football leagues Packed with the latest draft, scoring, and league information, this end zone—worthy book helps you discover fun facts about football heroes and legends and coaches you on the tactics of the game so you can make that first down like a pro! "From the first morning with their odd new teacher fifth grade is full of shocking surprises for best friends Rip and Red"-- This invaluable text presents the theory and practice of the administration of physical education and sport programs in an easy-to-read, easy-to-use format. With a strong background in history, *Administration of Physical Education and Sport Programs, 5/E*, addresses current topics and trends in management and administration while investigating the future of athletic administration. Special emphasis is placed on diversity, ethics, standards, conflict resolution, and transparency needs in all organizations. Each chapter begins with a case study and includes engaging end-of-chapter exercises. Critical thinking scenarios reinforce key terms and concepts. From the basics of management and administration to more topic-specific chapters discussing public relations, communications, law, and financial planning and budget restrictions, the text covers everything students need for administration courses. The riveting inside story of college basketball's fiercest rivalry among three coaching legends—University of North Carolina's Dean Smith, Duke's Mike Krzyzewski, and North Carolina State's Jim Valvano—by the king of college basketball writers, #1 New York Times bestseller John Feinstein On March 18, 1980, the immensely powerful Duke basketball program announced the hiring of its new coach—the man who would resurrect the team, restore glory to Duke, and defeat the legendary Dean Smith, who coached down the road at UNC Chapel Hill and had turned UNC into a powerhouse. Duke's new man was Mike Krzyzewski. The only problem was, no one knew who Krzyzewski was, he had a so-so record in his short time as head coach of Army, and worst of all, no one could even pronounce his name. The announcement caused head scratches . . . if not immediate calls for his head . . . and on this note his career at Duke began. The table was set nine days later, when on March 27, 1980, Jim Valvano was hired by North Carolina State to be their new head coach. The hiring didn't raise as many eyebrows, but with the exuberant Valvano on board, two new coaches were now in place to challenge Dean Smith—and the most sensational competitive decade in history was about to unfold. In the skillful hands of John Feinstein, this extraordinary rivalry—and the men behind it—come to life in a unique, intimate way. *The Legends Club* is a sports book that captures an era in American sport and culture, documenting the inside view of a decade of absolutely incredible competition. Feinstein pulls back the curtain on the recruiting wars, the intensely personal competition that wasn't always friendly, the enormous pressure and national stakes, and the battle for the very soul of college basketball allegiance in a hot-bed area. Getting to the roots of the NCAA goliath that is followed religiously by millions of fans today, Feinstein uses his unprecedented access to all three coaches to paint a portrait only he could conjure. *The Legends Club* is destined to be one of Feinstein's biggest bestsellers. Get your sports-loving kid excited about Science, Technology, Engineering, and Math By integrating the thrill of learning into the context of basketball, *Learning STEM from Basketball* presents an educational slam dunk. Unleash the inner scientist, engineer, and mathematician in your child as they learn that sports and STEM aren't so separate after all. You'll both love finding out the answers to questions such as: Why does a basketball bounce? What's a shot clock? Why does a basketball rim have a net? What's the math behind a free throw? And so much more! This easy-to-follow introduction to STEM topics sets kids up to make connections across subjects, discover new facts about basketball, and grow curious about academic fields! *Heaven Is a Playground* was the first book on the uniquely American phenomenon of urban basketball. Rick Telander, a photojournalist and former high school basketball player, spent part of the summer of 1973 and all of the summer of 1974 in Brooklyn living the playground life with his subjects at Foster Park in Flatbush. He slept on the floor of a park regular's apartment, observing, questioning, traveling, playing with, and eventually coaching a ragtag group of local teenagers whose hopes of better lives were often fanatically attached to the transcendent game itself. Telander introduces us to Fly Williams, a playground legend with incredible leaping ability and self-destructive tendencies that threatened to keep him earthbound. Another standout was Albert King, a fifteen-year-old phenom whose shy, quiet demeanor masked an otherworldly talent that eventually took him to the NBA. This edition also includes Telander's perspectives on the arrival of an NBA team in Brooklyn. *Heaven Is a Playground* is one of a kind—a funny, sad, ultimately inspiring book about Americans and the roots of the sport that they love. *The Historical Dictionary of Basketball* is a comprehensive account of all forms of basketball, amateur, professional, men's, women's, Olympic, domestic, and international, from its invention in 1891 by Dr. James Naismith through the present day. This is done through a chronology, an introductory essay, an extensive bibliography, and over 600 cross-referenced dictionary entries on the people, places, teams, and terminology of the game. Now in a fully revised and updated 5th edition, *Sports Marketing: A Strategic Perspective* is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control. Covering all the key topics in the sports marketing curriculum, including consumer behavior, market

research, promotions, products, pricing, sponsorship, business ethics, technology and e-marketing, the book introduces core theory and concepts, explains best practice, and surveys the rapidly-changing, international sports business environment. Every chapter contains extensive real-world case studies and biographies of key industry figures and challenging review exercises which encourage the reader to reflect critically on their own knowledge and professional practice. The book's companion website offers additional resources for instructors and students, including an instructors' guide, test bank, presentation slides and useful weblinks. *Sports Marketing: A Strategic Perspective* is an essential foundation for any sports marketing or sports business course, and an invaluable reference for any sports marketing practitioner looking to improve their professional practice.

Basketball is a sport for active people. Players run from one end of the court to the other trying to score points by putting the ball in the basket from all over the court. Five members of each team can be on the court together. One team will play offense and the other will play defense. From Larry Bird and Michael Jordan to the hottest new legends such as LeBron James, this *Step 5 Step into Reading* early reader offers tons of facts about the best players in the game, what they were best known for, and how they got their start! *Step 5 Readers* tell stories in chapters using longer paragraphs, for children who want to take the plunge into chapter books but still like colorful illustrations and photography. Unlike a studio production, many factors can adversely affect your television sports shoot including weather, lighting, and natural sound. A successful shoot is dependent on extensive planning, careful budgeting, technology, location, and a thorough understanding of the intricacies of the sport itself. With so much at stake, why not learn from an expert? In *Television Sports Production*, Fifth Edition Jim Owens walks you through the planning, set-up, directing, announcing, shooting, and editing involved with covering a sports event. This manual gives you the tools to effectively cover sports ranging such as football, soccer, and basketball. Tips and advice on using mobile units, cameras, audio equipment, and lighting rigs will enable you to produce live or recorded coverage like an expert and capture professional-quality footage on the first take. After all, there are no instant replays! This new edition has been updated to include: Techniques used by producers to capture the essence of individual Tips on shooting in 3D, 5D, 4k and 8K Coverage using surround sound and the second screen Extras such as camera and microphone diagrams and an easy-reference glossary. A guide for volunteer basketball coaches - especially those coaching girls in 4th - 8th grades - provides an easy to follow approach to coaching and managing your team. You'll gain confidence in your approach to practices and games; and you'll enjoy watching your players improve. Coach Michael O'Halloran, father of four daughters, shares his key learnings from coaching 14 different basketball teams. His "'Never Forget They're Kids'" approach to coaching places an emphasis on learning, having fun and creating memorable experiences for players. You'll learn tips on how to plan the season, how to orchestrate your first meeting with parents and players, and how to plan for practices. Other topics covered include: defensive and offensive teaching points, rebounding know-how, plays, teaching shooting, a driveway workout for players, your approach on the bench, and how to keep players engaged over the course of the season. <http://stores.lulu.com/wellpreparedcoach> In *Basketball Bobby*, follow along as Bobby and his teammates go for the win while overcoming several challenges along the way. Learning the rules of the game has never been this fun! Provides photo-illustrated instructions and drills for basketball players, covering ball handling, shooting, offense, and defense; and including a DVD. "Math information for kids while learning about basketball"-- In this sixth edition of *Television Sports Production*, regional Emmy Award-winning producer Jim Owens walks readers through the planning, setup, directing, announcing, shooting, and editing involved in covering a sports event. Originally written as a training guide for entry-level broadcast staff at the Olympics, this manual gives readers the tools they need to effectively cover sports from ice skating to motorcycle racing. Throughout, Owens breaks down all aspects of the production process, revealing the techniques that producers and directors use to bring sports to a worldwide audience. Chapters further include tips and advice on using the latest technologies and tools such as production trucks, REMIs, smart phones, mobile units, cameras, audio equipment, and lighting rigs. Featuring new instructive illustrations and sample forms, as well as testimonials from experienced professionals in the business, this new edition gives readers an inside look at how the experts produce live or recorded television and sports coverage. This comprehensive book is essential reading for intermediate and advanced students looking to learn how to successfully produce sports broadcasting. Provides instructions and skills for developing essential basketball skills, covering ball handling, shooting, passing, defense, and rebounding. David G. Faucher shares his successful "full-participation model" of coaching youth basketball in this *Baffled Parent's Guide*. Faucher, the head coach of the men's basketball team at Dartmouth College, covers creating good habits, offensive skills and defensive basics, dealing with parents, first aid and safety, and game rules. Basketball is an extraordinary sport to support whole child development. Tony R. Smith showcases key fundamentals for sound player development. Concentrating on essential skills of the game: Conditioning, Jumping Ability, Shooting, Defense, Rebounding, Footwork, Boxing Out and much more "Filled with trivia, history, and more than twenty-five exciting puzzles and games"--Cover. Illustrated profiles of the very best NBA players and a definitive history of basketball, fully updated and revised for the new season. Sport now has to compete for the consumer dollar with a vast array of leisure activities online as well as offline. Successful sport marketing is the result of carefully structured planning, creativity and perseverance. Integrating the unique characteristics of sport with traditional marketing theory, *Strategic Sport Marketing* presents a framework of strategic decision-making. The authors outline the diverse markets for sport: participants, sponsors, spectators and fans. International case studies and 'sportviews' selected from a wide range of sports and media illustrate the unique features of sport marketing. *Strategic Sport Marketing* is a practical tool and theoretical guide to sport marketing internationally. The fourth edition of this widely used text is fully revised and updated. It includes new material on sports promotion, customer service and social media, as well as new case studies. 'A sport marketing text at the undergraduate level needs to engage both student and teacher. . . I believe *Strategic Sport Marketing* does this rather well.' - *Sport Management Review* . . . a comprehensive illustration of the integration of sport marketing theory with sport marketing practice.' - *Journal of Sport Management* When the plant-eating Green Sox face the meat-eating Rib-Eye Reds, baseball will never be the same. Tied zip to zip, the game is a pitchers' duel until the Green Sox's hothead manager goes snout to snout with the dodo umpire and gets tossed out. The Sox respond with their veggie-powered bats and score three runs! Momentum swings back to the Reds before the seventh inning stretch, and they're all tied up in the bottom of the ninth. Will this game need extra innings, or will Apatosaur save the day? Bestselling author Sherman Alexie tells the story of Junior, a budding cartoonist growing up on the Spokane Indian Reservation. Determined to take his future into his own hands, Junior leaves his troubled school on the rez to attend an all-white farm town high school where the only other Indian is the school mascot. Heartbreaking, funny, and beautifully written, *The Absolutely True Diary of a Part-Time Indian*, which is based on the author's own experiences, coupled with poignant drawings by Ellen Forney that reflect the character's art, chronicles the contemporary adolescence of one Native American boy as he attempts to break away from the life he was destined to live. With a forward by Markus Zusak, interviews with Sherman Alexie and Ellen Forney, and four-color interior art throughout, this edition is perfect for fans and collectors alike. Learning and teaching basketball skills and tactics can be challenging. Executing them in competition can be troubling. Mastering them can be a career-long quest. Is it possible that a single book can provide all the instruction you need to conquer these basketball roadblocks? First you must know exactly how the skill or tactic is properly performed. Check! Then you need to attempt it again and again, with corrective advice through those trials until you get it right. Check! Next comes practice. Lots of practice, with drills designed to make performance of the skill or tactic efficient and effective. Check! In *Basketball: Steps to Success*, Coach Hal Wissel covers the entire progression of technical and tactical development needed to become a complete player. From essential footwork to key principles of defense, this guide details the skills and tactics needed to excel in today's game. Shooting off the catch and creating shots off the dribble, running two- and three-player offensive plays, and many more topics in the book will prepare players to succeed in every situation on the court. Now in paperback! *Heaven Is a Playground* was the first book on the uniquely American phenomenon of urban basketball. Rick Telander, a photojournalist and former high school basketball player,

spent part of the summer of 1973 and all of the summer of 1974 in Brooklyn living the playground life with his subjects at Foster Park in Flatbush. He slept on the floor of a park regular's apartment, observing, questioning, traveling, playing with, and eventually coaching a ragtag group of local teenagers whose hopes of better lives were often fanatically attached to the transcendent game itself. Telander introduces us to Fly Williams, a playground legend with incredible leaping ability and self-destructive tendencies that threatened to keep him earthbound. Another standout was Albert King, a fifteen-year-old phenom whose shy, quiet demeanor masked an otherworldly talent that eventually took him to the NBA. This edition also includes Telander's perspectives on the arrival of an NBA team in Brooklyn. *Heaven Is a Playground* is one of a kind—a funny, sad, ultimately inspiring book about Americans and the roots of the sport that they love. Unlike a studio production, many factors can adversely affect your television sports shoot including weather, lighting, and natural sound. A successful shoot is dependent on extensive planning, careful budgeting, technology, location, and a thorough understanding of the intricacies of the sport itself. With so much at stake, why not learn from an expert? In *Television Sports Production, Fifth Edition* Jim Owens walks you through the planning, set-up, directing, announcing, shooting, and editing involved with covering a sports event. This manual gives you the tools to effectively cover sports ranging such as football, soccer, and basketball. Tips and advice on using mobile units, cameras, audio equipment, and lighting rigs will enable you to produce live or recorded coverage like an expert and capture professional-quality footage on the first take. After all, there are no instant replays! This new edition has been updated to include: Techniques used by producers to capture the essence of individual Tips on shooting in 3D, 5D, 4k and 8K Coverage using surround sound and the second screen Extras such as camera and microphone diagrams and an easy-reference glossary "Updated and expanded, *Principles and Practice of Sport Management, Third Edition* offers a comprehensive introduction to the sport management industry. From the basic knowledge and skill sets of a sport manager to the current trends and issues of the sport management industry, this text provides the foundation for students as they study and prepare for a variety of sport management careers. Many well-known sport industry professionals contribute chapters that show students how to apply their new knowledge and skills. These experts provide firsthand advice on sport industry segments ranging from high school to the international arena. Students gain a solid understanding of sport management structures and learn to apply principles such as sport ethics to the many segments and support systems of the industry." --Book Jacket. *My First Book of Basketball*, the sixth book in the best-selling *Rookie Book* series from *Sports Illustrated Kids*, coaches young kids through the game of basketball with a visual retelling of a professional basketball game—from the jump ball to the game-winning basket! Dribbling, passing, traveling, shooting, dunks, and more are all explained using a fun mix of *Sports Illustrated* action photography, simple text, a full glossary of terms, and awesome graphics. Illustrated "Rookie" characters—a girl, Gabby, and a boy, Sprat—appear on every page, providing fun facts and simple explanations to help kids better understand the game. Perfect for emerging readers from preschool up, *My First Book of Basketball* is meant to be a shared reading experience between parents and their little rookies before, during, and after the game. As sport media communication has become intertwined with the frenetic pace of technology, the bywords have become global interconnectivity and versatility. *Media Relations in Sport* 5th edition examines the intersection and trajectory of emerging technology, platforms and trends with foundational principles of communication to prepare students and industry professionals alike with a nuanced understanding of the communication tools at their disposal that will allow them to keep pace with and succeed in a kinetic, competitive industry. Any student interested in a career in sports media must possess a distinct set of essential skillshow to interview, how to effectively create and distribute content, and how to deal with communications problems that, given the frenetic pace and global reach of web-based media, now seem amplified. Discussions of event management, publicity campaigns, ethics, regulations, and the law are still not only relevant, but essential for today's sports media professionals, where news travels the world at the speed of a tweet. For undergraduate and graduate level students, the 5th edition of *Media Relations in Sport* blends and balances how sport media communication has traditionally been crafted, and molds it to ever-evolving strategies for remaining ahead of the game. A hardcover edition featuring new content for fans of the #1 *New York Times* bestseller *Any fan of Shea Serrano's* unconventional, hilarious, and insightful writing will want to add this hardcover edition of his wildly popular *Basketball (and Other Things)* to their collection. The book will feature a new cover and two new chapters as well as removable art that showcases Serrano's trademark creativity and Arturo Torres's inimitable illustration style. First released as a paperback in 2017, the book went on to become a #1 *New York Times* bestseller. This edition will be a keepsake for Serrano fans and basketball fans alike.

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