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## **By melvin helitzer**

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Melvin Helitzer is a professor in the E. W. Scripps School of Journalism at Ohio University Helitzer, Melvin is the author of 'Dream Job Sports Publicity, Promotion

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Howard Schwartz discusses The Dream Job (Sports, Publicity and Publicity and Marketing) by Melvin Helitzer promotion managers with corporations, sports

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Author/Creator Helitzer, Melvin. Language English. Edition 2nd ed. Imprint Athens, Ohio : University Sports Press, in cooperation with the Graduate School of

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