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## Nota di contenuto

Cover; Branding TV: Principles and Practices; Copyright; Contents; Introduction to Second Edition; About the Authors; PART I The Principles of Branding TV; CHAPTER 1 Competition Changes Everything; CHAPTER 2 Branding is Just a Fancy Name for Promotion, Right?; CHAPTER 3 Branding and the Marketing Mix; CHAPTER 4 Why People Like Brands; CHAPTER 5 Sales Promotion as Branding; CHAPTER 6 Say What You Mean, Mean What You Say: The Jargon of Brand Management; CHAPTER 7 TV Brand Equity: Why Brand Equity Is a Good Thing for TV; CHAPTER 8 Learning from Radio; CHAPTER 9 Building TV Brand Equity CHAPTER 10 Measuring TV Brand EquityPART II The Practice of Branding TV; CHAPTER 11 Who's in Charge of the Execution?; CHAPTER 12 First, You Need A Plan; CHAPTER 13 What to Brand: Setting Priorities; CHAPTER 14 Using On-Air Media for Branding; CHAPTER 15 Effective Use of Advertising Media; CHAPTER 16 Public Relations and Contests as Branding Tools; CHAPTER 17 The TV Station: WFXJ; CHAPTER 18 Dealing with the Digital World; CHAPTER 19 Legal Issues Surrounding Branding: Branding and the Law; CHAPTER 20 The Future: Limitless Choice and the Future of TV Branding; APPENDIX A: Recommended Reading  
APPENDIX B: Basic Training: How To Read A Rating BookSubject Index

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## Sommario/riassunto

In an effort to halt increasing media competition and decreasing audience shares, Branding has become the new mantra among television station and network executives. Branding TV: Principles and Practices second edition goes beyond the jargon of branding to explain the essential principles underlying successful branding and offers many practical strategies to measure, build and manage television brand equity. For instructional purposes, the book pays particular attention to the local commercial TV station and its news franchise. Written by broadcast professionals

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