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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