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| Livello bibliografico   | Monografia   |
| Note generali           | Description based upon print version of record.  |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | Cover; Contents; Foreword; Preface; Acknowledgements; Special Credits; The Future of Indian Media; 1 -Print; 2 -Television; 3 - Film; 4 - Music; 5 - Radio; 6 - Digital; 7 -Out-of-home; 8 - Events; References and Select Bibliography; Index; About the Author   |
| Sommario/riassunto      | The Indian Media Business, Fourth Edition gives you detailed analysis, perspective and information on eight segments of the media business in India-print, TV, film, radio, music, digital, outdoor, and events. It presents the business history, current dynamics, regulation, economics, technology, valuations, case studies, trends (Indian and global) and a clear sense of how the business operates. This book is a must-read for media professionals, students and for those planning to invest in the Indian media and entertainment business.The outstanding feature of the fourth edition is a new chapter o |