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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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