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Sommario/riassunto	This book discusses the development strategies of Chinese media convergence in the current, fast-changing communication environment. Drawing on both theoretical and empirical data and based on the author's observations, focus groups, and in-depth analyses of selected Chinese radio and TV networks, it illustrates key lessons for the maintenance and future improvement of talents, advertisement, media organization management, business development, and coping strategies. Further, it outlines a framework that helps readers to consider how to use communication strategies for the construction of media convergence in the context of China by referring to theories of international communication and political communication. Presenting research on the development strategies of Chinese media convergence, it offers a systematic study of the processes through which the Chinese

radio and television industries make use of proper communication strategies to have a profound global influence.
