

1. Record Nr.	UNINA9910460104203321
Titolo	Corporate citizenship in developing countries [[electronic resource]] : new partnership perspectives / / Mahad Huniche & Esben Rahbek Pedersen, editors
Pubbl/distr/stampa	Herndon, VA, : Copenhagen Business School Press, 2006
ISBN	1-62198-664-0 87-630-9965-9
Descrizione fisica	278 p. : ill
Altri autori (Persone)	HunicheMahad PedersenEsben Rahbek
Soggetti	Social responsibility of business - Developing countries International business enterprises - Social aspects - Developing countries Corporations - Social aspects - Developing countries Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references.

2. Record Nr.	UNINA9910765722203321
Autore	Hellman Heikki <1955-, >
Titolo	Koko illan ilo? Kolmoskanava ja television kaupallistuminen Suomessa
Pubbl/distr/stampa	Helsinki, : Finnish Literature Society / SKS, 2012
ISBN	952-222-339-5
Descrizione fisica	1 online resource (432)
Soggetti	Media, information & communication industries Radio & television industry
Lingua di pubblicazione	Finlandese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>"Channel Three will entertain you when television gets too serious", the new entrant in Finland's broadcast television announced proudly at its launch in 1986. Channel Three was the first fully commercial television channel in the Nordic countries, founded and owned by a group of odd bedfellows: the public broadcaster YLE, its long standing commercial companion MTV and a growing electronics giant Nokia. The plans to start a commercial TV station were first severely opposed by leading politicians, but it was finally approved as a means to fight back international satellite channels and the efforts of major newspaper companies to enter the television market. Drawing from media policy studies and based on archive documents, contemporary media coverage and interviews of the main actors, the book provides a thorough analysis of the stages of Channel Three, indicating how it, despite its short lifespan, contributed profoundly to the commercialization and marketization of television in Finland.</p>