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Sommario/riassunto	Global Entertainment Media offers a unique perspective on entertainment media worldwide. As one of the first comprehensive books to address entertainment mass media worldwide, it addresses students as TV watchers and takes them to new places, both geographically and intellectually. Editor Anne Cooper-Chen has gathered an international group of scholars to explore such concepts as psychology, gratifications, and effects of media entertainment and its relation to national cultures, as well as to discuss the business of international TV trade by transnational media corporations.In