



## Unleashing the Power of Digital Signage: Content Strategies for the 5th Screen (Hardback)

By Keith Kelsen

Taylor Francis Ltd, United Kingdom, 2015. Hardback. Book Condition: New. 234 x 156 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Implement a successful content strategy that optimizes the return-on-message performance of your digital signage program. Learn the message attributes for each of the three core network types (Point of Wait, Point of Sale, and Point of Transit), how to measure the program s effectiveness and strike a balance that uses messages effectively alongside the other advertising campaign elements. Through the included interviews, gain access to the wisdom of more than 45 experts, each of whom has deployed and operated successful digital signage networks. The companion website, features real-world implementations and video blog programming that includes interviews with industry notables. You ll learn how to: \* create a strategic communications blueprint and style guide for your network \* keep content flowing automatically-and therefore remaining relevant \* use data on viewers and traffic to build a programming schedule \* legally acquire and repurpose content \* more accurately predict where the future of content will lead Foreword by Joe Pine and Jim Gilmore authors of The Experience Economy and Authenticity.



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-- **Dr. Jerald Hansen**

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Brookes Publishing Co, United States, 2015. Paperback. Book Condition: New. 274 x 213 mm. Language: English . Brand New Book. Filled with tips, tools, and strategies, this book is the comprehensive, practical toolbox preschool administrators need to implement early childhood inclusion through...



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### **Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



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Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This version of the History of the Town of Sutton Massachusetts from 1704 to 1876 is a labor...



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