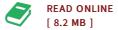




Branding TV: Principles and Practices (Paperback)

By Walter McDowell, Alan Batten

Taylor Francis Ltd, United Kingdom, 2005. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. 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 with years of experience, this book shows how the notions of branding are no more prevalent than in the battle for dominance in local news. The practical suggestions in the book will help the savvy manager understand and take advantage of branding in their efforts to move their property to the forefront in the marketplace.



Reviews

Certainly, this is the finest job by any publisher. I was able to comprehended almost everything out of this published e ebook. You wont truly feel monotony at at any moment of the time (that's what catalogues are for concerning should you question me). -- Graciela Emard

This pdf will not be straightforward to get started on studying but really exciting to read. it absolutely was writtern really perfectly and useful. I am just very happy to tell you that this is basically the finest publication i actually have study during my personal daily life and may be he finest ebook for ever. -- Miss Lavonne Grady II