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Channel Guide

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Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business

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models, and unrelenting demand amongst seven billion consumers. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than

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ever—and it's changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today and tomorrow...in *The Definitive Guide to Entertainment Marketing*. ¿

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Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, Second Edition , is the definitive guide to today's most valuable marketing metrics. In this thoroughly updated and

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significantly expanded book, four leading marketing researchers show exactly how to choose the right metrics for every challenge and expand their treatment of social marketing, web metrics, and

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brand equity. They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight. Written by recognized leaders

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in the field, MEDIA PROGRAMMING delivers the most accurate coverage of techniques and strategies used in the programming industry today. Reflecting the latest developments from real-world

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practice, this market-leading text covers all aspects of media programming for broadcast and cable television, radio, and the Internet with clear, current illustrations and examples. It offers in-depth

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coverage of emerging trends, including multiplatform strategies, cross-media, new media, high definition media, new programming strategies, and wireless and pay-per-view media. This proven text

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continues to focus on how programs (units of content) are selected (or not selected), arranged, evaluated, and promoted with the need to consider pressures from technology, financing,

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regulations, policies, and marketing. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. This book covers film, cable,

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broadcast, music, sports,
publishing, social media,
gaming and more.

Your Guide To Entertainment
Marketing and Performance
(Collection)

A Complete Guide to

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Advertising Media Selection,
Planning, Research, and Buying
The Media Handbook
Web Style Guide
The First, the Few, the Only
Provides information on distribution,
systems, regulations, copyright,

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program development, advertising, and legal and business affairs

Why buy this book? It's practical. It's visual. It's crammed with relevant examples, infographics and actionable takeaways for you to implement straight away. What will you learn?

How to actually use Snapchat, Twitter,

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Youtube, Facebook and Instagram the right way in 2016. An understanding of what makes your audience engaged on social media and the scientific, psychological 'why' behind it. How to create a brand and social media content that people actually give a crap about and want to follow, share and like. How

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to grow your audience, get them to love you and then part with their money. How to utilise free marketing and low cost paid social marketing to generate leads and sales. How to create persuasive messages that lead to a purchase through images and copywriting. Who is this book for? Do

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you have small business that needs some exposure but don't know where to start when it comes to marketing? are you a regular social media user but you have no clue what content you should post on your business page? Have you ever wondered how that small online retailer you follow on Instagram has become an

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overnight success fulfilling thousands of orders a week? Is it really possible to make sales through low budget Snapchat videos, funny memes, and controversial Tweets? Whether you're an online shoe retailer, a local plumber or you run your own freelance consultancy business. If you want to use

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social media to make you more profit, refresh your current marketing strategy or kick your new business into gear this is the guide for you! We live in a time where... Entire businesses are built on platforms like Snapchat, YouTube and Instagram. This book shows you how to grow an audience of loyal followers

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through content who want to buy whatever you have to sell! Look around you... Notice how your friend spends 4 minutes trying to upload the perfect a Snap to Snapchat of her food at a cool new restaurant while her dish gets cold? Or, your brother who happily spends hours intently watching YouTube

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videos of a gamer playing minecraft?
How many times a day do you open your social media apps on your phone?
We are addicted to social media and the branded content we consume defines us & informs the way we live our lives.
Social media has become the first thing we do before we eat, sleep or even

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acknowledge our surroundings. Have you almost been hit by a bus because you are too busy scanning through your Instagram feed? I have. Many times. All you need is... The right content, posted at the right time on the right platform which is viewed by the right person to make your social media business page a

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success. Everyone is glued to social media, but how do you make money from it? This book takes you through our step by step blueprint to social media marketing success, (it isn't yet another wishy washy guide to Facebook advertising). Who is the Social Media Guru? The Social Media Guru is made

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up of two people with combined marketing knowledge, experience and expertise. We have consulted for Groupon, Metro Bank, o2, Google Squared Online and been trained by Google, digital agencies and the Institute of Direct and Digital Marketing. We are passionate about

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Digital marketing - we understand it, we work in it, we know what works. This thorough tutorial/reference explains how to use and customize the Web browser Internet Explorer for any intended use. It covers Web page design and construction using Microsoft's additional features as well as use of the

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other Microsoft Internet products such as FrontPage, IIS, VBScript, ActiveX, JScript, and more.

Build Your Own Free-to-Air (FTA)
Satellite TV System

The New York Times Guide to Essential
Knowledge

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Scrambling of Satellite TV Signals
The Only Comprehensive Guide to the
Entertainment & Media Industry

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CWTS exam, updated for 2017
CWTS Certified Wireless
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provides flashcards, a glossary, and review questions to help you test your understanding along the way. An objective map and pre-assessment test allow for more efficient preparation by showing you

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what you already know and what you need to review—and the companion website's complete practice exams give you a "dry run" so you can pinpoint weak areas while there's still time to improve. If

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confidence. Master 100 percent of the CWTS exam objectives Use effective planning tools to get the most out of your study time Practice your skills with hands-on exercises and real-world

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***scenarios Access online study
aids that let you review any
time, any place The CWTS
certification gets your foot in
the door of a growing industry,
and is a stepping stone to the
industry standard CWNP***

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certification. The exam will test your abilities in all fundamental areas of Wi-Fi technology, so it's important that your study plan be complete and up-to-date. CWTS Certified Wireless

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Technology Specialist Study Guide is your ideal solution for comprehensive preparation. Discover Prague with the most knowledgeable and entertaining guidebook on the market. Whether you plan to

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Inside The Rough Guide to Prague - Independent, trusted reviews written in Rough Guides' trademark blend of humour, honesty and insight, to help you get the most out of your visit, with options to suit

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every budget. - Full-colour maps throughout - navigate the winding cobbled streets of the Old Town as well as the metro, tram and bus systems without needing to get online. - Stunning, inspirational

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images - Itineraries - carefully planned, themed routes to help you organize your trip and see the very best of the city. - Detailed coverage - whether negotiating the twisting lanes of the centre or on a day-trip

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to the magnificent Karlštejn Castle, this travel guide has in-depth practical advice for every step of the way. Areas covered: Hradcany, Malá Strana, Staré Mesto, Josefov, Nové Mesto, Vyšehrad and the

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***eastern suburbs, Holešovice
and the western suburbs, day-
trips to Melník, Terezín and
Kutná Hora, Konopište
chateau, Karlštejn Castle and
Lidice. Attractions include:
Wenceslas Square,***

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astronomical clock, Charles Bridge, Prague Castle, Old Town Square) Obecní Dum, Trade Fair Palace, UPM, Petrín. - Listings - a rundown of the best accommodation (from budget to luxury), cafés

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and restaurants, pubs and bars, plus clubs and live music, the arts, shopping and sports. - Basics - essential pre-departure practical information including getting there, local transport, a new

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city tours section, the media, festivals, entry requirements, public holidays and more. - Background information - a Contexts chapter devoted to history, Prague personalities, and books, plus a handy

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***language section and glossary.
Make the Most of Your Time
on Earth with the Rough Guide
to Prague
A deeply personal call to action
for women of color to find
power from within and to join***

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***together in community,
advocating for a new corporate
environment where we all
belong—and are accepted—on
our own terms. Women of color
comprise one of the fastest-
growing segments in the***

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corporate workforce, yet often we are underrepresented—among the first, few, or only ones in a department or company. For too long, corporate structures, social zeitgeist, and cultural

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conditioning have left us feeling exhausted and downtrodden, believing that in order to “fit in” and be successful, we must hide or change who we are. As a former senior partner at a

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***large global services firm,
Deepa Purushothaman
experienced these feelings of
isolation and burnout. She met
with hundreds of other women
of color across industries and
cultural backgrounds, eager to***

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hear about their unique and shared experiences. In doing so, she has come to understand our collective setbacks—and the path forward in achieving our goals. Business must evolve—and

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women of color have the potential to lead that transformation. We must begin by pushing back against toxic messaging—including the things we tell ourselves—while embracing the valuable

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cultural viewpoints and experiences that give us unique perspectives at work. By fully realizing our own strengths, we can build collective power and use it to confront microaggressions,

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***outdated norms, and
workplace misconceptions;
create cultures where
belonging is never conditional;
and rework corporations to be
genuinely inclusive to all. The
First, the Few, the Only is a***

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road map for us to make a profound impact within and outside our organizations while ensuring that our words are heard, our lived experiences are respected, and our contributions are finally

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valued.

*Peter Norton's Complete Guide
to Windows 95*

Media Programming:

Strategies and Practices

Television & Cable Factbook

The Rough Guide to Czech

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Republic

***The New York Times Guide to
Essential Knowledge, Second
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*The Rough Guide to Czech
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of all the best attractions the Czech Republic has to offer. Discover the magnificent art galleries and museums in the Czech Republic, visit one of the Czech Republic's world-class concerts or festivals, view

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Formats*

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CWTS, CWS, and CWT
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and buying process.
Emphasizing basic
calculations along with
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objectives, and follows
with an exploration of
major media categories,
including digital media.
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a continued focus on how
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industry background and
career advice in a three-
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alternate title, one-to four-bone
rating, year released, MPAA
rating, brief review, length,
format, country of origin, cast,
technical personnel, awards and

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made-for-television/cable/video designations.

The electronic age is bringing sweeping changes to entertainment and media of all kinds, including publishing, broadcasting and film.

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Multimedia, the Internet and other digital media outlets for entertainment and information are being refined at a rapid rate. Media giants are merging and making big acquisitions. This book covers these exciting

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developments and provides profiles on hundreds of leading firms in film, radio, television, cable, new media, and publishing of all types including books, magazines and newspapers. It contains

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thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. You'll get in-depth profiles of nearly 400 of the world's top Entertainment & Media firms:

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our own unique list of companies that are the leaders in this field. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in all

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facets of the Entertainment and Media Business, from broadcasters to film production companies, casino operators to theme park companies, publishers of books and magazines to video game

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designers, and much more. Our corporate profiles include executive contacts, growth plans, financial records, address, phone, fax and much more. This innovative book offers unique information, all

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more for each firm! Our industry
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exceptional discussion of
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A Comprehensive Compilation of
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The Almanac of American Employers 2009

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Mind

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A Teacher's Guide to the U.S.

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Foundations of User Experience

Design