



# Electronic Media Management

*Peter Pringle, Michael F Starr, William McCavitt*

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This new edition of a classic text features important updates that reflect the enormous changes that have taken place since the Telecommunications Act of 1996. Each chapter is significantly updated and will address future concerns and applications. New broadcast and cable regulations and policies are reflected in this new edition, as well as current and future use of the Internet and World Wide Web.

This book also covers such essential topics as management theory, audience analysis, broadcast promotion and marketing, and new broadcasting regulations.

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