



# Branding TV: Principles and Practices

*Walter McDowell, Alan Batten*

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## **Branding TV: Principles and Practices** Walter McDowell, Alan Batten

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.

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Spent a free time for you to be fun activity to do! A lot of people spent their leisure time with their family, or their friends. Usually they carrying out activity like watching television, gonna beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your own free time/ holiday? Could possibly be reading a book could be option to fill your totally free time/ holiday. The first thing you ask may be what kinds of e-book that you should read. If you want to consider look for book, may be the guide untitled Branding TV: Principles and Practices can be excellent book to read. May be it can be best activity to you.

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