The book was found

Media Programming: Strategies And Practices

Ninth Edition

Media Programming

STRATEGIES AND PRACTICES

Susan Tyler Eastman   Douglas A. Ferguson
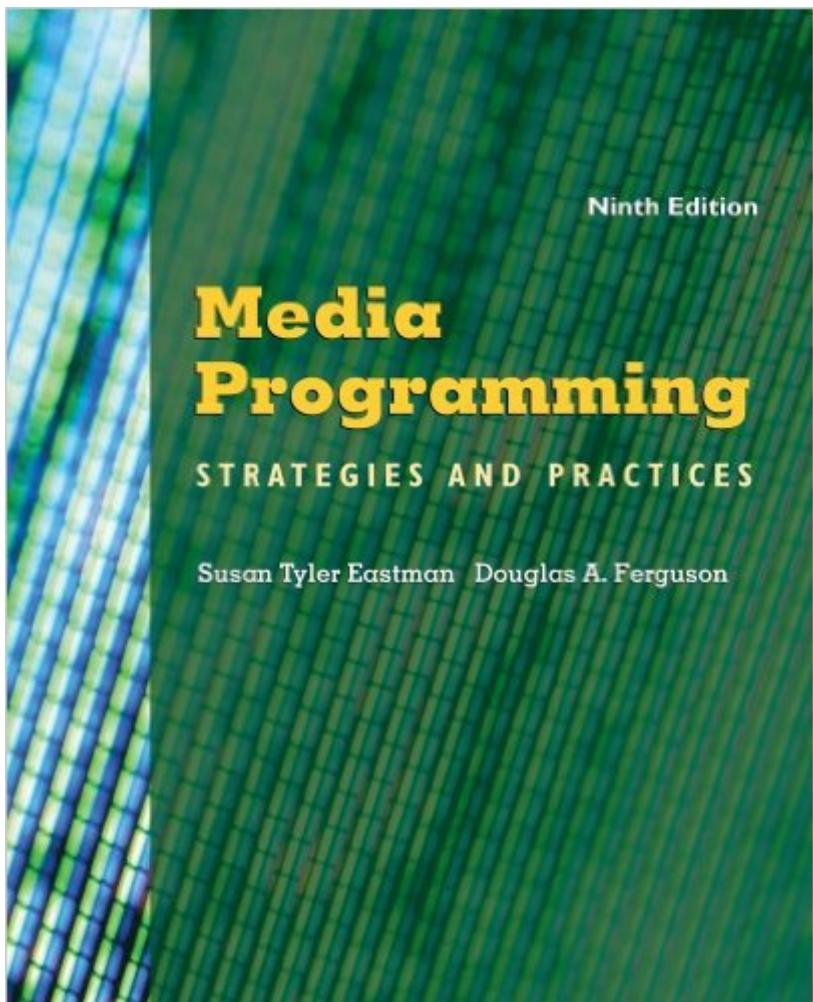
Synopsis

Current, relevant, and student-friendly, MEDIA PROGRAMMING delivers the most accurate coverage of the techniques and strategies used in the programming industry today. Reflecting the latest developments from real-world practice, this market-leading text covers all aspects of media programming for broadcast and cable television, radio, and the Internet with clear illustrations and examples to which you can relate. It offers in-depth coverage of emerging trends, including multiplatform strategies, cross-media, new media, high definition media, new programming strategies, and wireless and pay-per-view media. It explains how programs (units of content) are selected (or not selected), arranged, evaluated and promoted with the need to consider pressures from technology, financing, regulations, policies, and marketing. Covering the latest trends and issues in the industry, MEDIA PROGRAMMING includes practical examples, insight from noted industry authorities, a useful website, and an expanded glossary to reflect the latest trade jargon and practices.

Book Information

Paperback: 496 pages

Publisher: Cengage Learning; 9 edition (March 9, 2012)

Language: English

ISBN-10: 1111344477

ISBN-13: 978-1111344474

Product Dimensions: 7.2 x 0.9 x 9.1 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 3.6 out of 5 starsÂ Â See all reviewsÂ (7 customer reviews)

Best Sellers Rank: #363,435 in Books (See Top 100 in Books)   #84 inÂ Books > Humor & Entertainment > Television > Direction & Production   #185 inÂ Books > Humor & Entertainment > Radio > General Broadcasting   #384 inÂ Books > Arts & Photography > Other Media > Film & Video

Customer Reviews

How is it that the KINDLE edition is still $151??? I'm a broke college student, shopping on because I know that they're known for selling books for cheaper than the campus bookstores, and now here I am wanting the KINDLE edition (ELECTRONIC, mind you) and it's costing me a month's worth of groceries. Sorry I'm not sorry, , but you guys really need to reevaluate the price the seller is asking for. It is borderline robbery.

too expensive for renting a used book

The market is moving so fast these need to be frequently updated but good background resource if you are studying this field

The content is good. I needed this book for an online class. The book itself looked like it was a little waterlogged.

Programming #8:C Programming Success in a Day & Android Programming In a Day! (C Programming, C++programming, C++ programming language, Android , Android Programming, Android Games) Programming #57: C++ Programming Professional Made Easy & Android Programming in a Day (C++ Programming, C++ Language, C++for beginners, C++, Programming ... Programming, Android, C, C Programming) Programming #45: Python Programming Professional Made Easy & Android Programming In a Day! (Python Programming, Python Language, Python for beginners, ... Programming Languages, Android Programming) Media Programming: Strategies and Practices DOS: Programming Success in a Day: Beginners guide to fast, easy and efficient learning of DOS programming (DOS, ADA, Programming, DOS Programming, ADA ... LINUX, RPG, ADA Programming, Android, JAVA) ASP.NET: Programming success in a day: Beginners guide to fast, easy and efficient learning of ASP.NET programming (ASP.NET, ASP.NET Programming, ASP.NET ... ADA, Web Programming, Programming) C#: Programming Success in a Day: Beginners guide to fast, easy and efficient learning of C# programming (C#, C# Programming, C++ Programming, C++, C, C Programming, C# Language, C# Guide, C# Coding) FORTRAN Programming success in a day:Beginners guide to fast, easy and efficient learning of FORTRAN programming (Fortran, Css, C++, C, C programming, ... Programming, MYSQL, SQL Programming) Prolog Programming; Success in a Day: Beginners Guide to Fast, Easy and Efficient Learning of Prolog Programming (Prolog, Prolog Programming, Prolog Logic, ... Programming, Programming Code, Java) Parallel Programming: Success in a Day: Beginners' Guide to Fast, Easy, and Efficient Learning of Parallel Programming (Parallel Programming, Programming, ... C++ Programming, Multiprocessor, MPI) Programming: Computer Programming for Beginners: Learn the Basics of Java, SQL & C++ - 3. Edition (Coding, C Programming, Java Programming, SQL Programming, JavaScript, Python, PHP) Raspberry Pi 2: Raspberry Pi 2 Programming Made Easy (Raspberry Pi, Android Programming, Programming, Linux, Unix, C Programming, C+ Programming) Android: Programming in a Day! The

Power Guide for Beginners In Android App Programming (Android, Android Programming, App Development, Android App Development, ... App Programming, Rails, Ruby Programming) R Programming: Learn R Programming In A DAY! - The Ultimate Crash Course to Learning the Basics of R Programming Language In No Time (R, R Programming, ... Course, R Programming Development Book 1) VBScript: Programming Success in a Day: Beginner's Guide to Fast, Easy and Efficient Learning of VBScript Programming (VBScript, ADA, ASP.NET, C#, ADA ... ASP.NET Programming, Programming, C++, C) XML Programming Success in a Day: Beginner's Guide to Fast, Easy, and Efficient Learning of XML Programming (XML, XML Programming, Programming, XML Guide, ... XSL, DTD's, Schemas, HTML5, JavaScript) MYSQL Programming Professional Made Easy 2nd Edition: Expert MYSQL Programming Language Success in a Day for any Computer User! (MYSQL, Android programming, ... JavaScript, Programming, Computer Software) Programming Raspberry Pi 3: Getting Started With Python (Programming Raspberry Pi 3, Raspberry Pi 3 User Guide, Python Programming, Raspberry Pi 3 with Python Programming) Apps: Mobile App Trends in 2015 (iOS, Xcode Programming, App Development, iOS App Development, App Programming, Swift, Without Coding) ((Android, Android ... App Programming, Rails, Ruby Programming)) MicrosoftÃ Â® Exchange Server 2010 Best Practices (IT Best Practices - Microsoft Press)