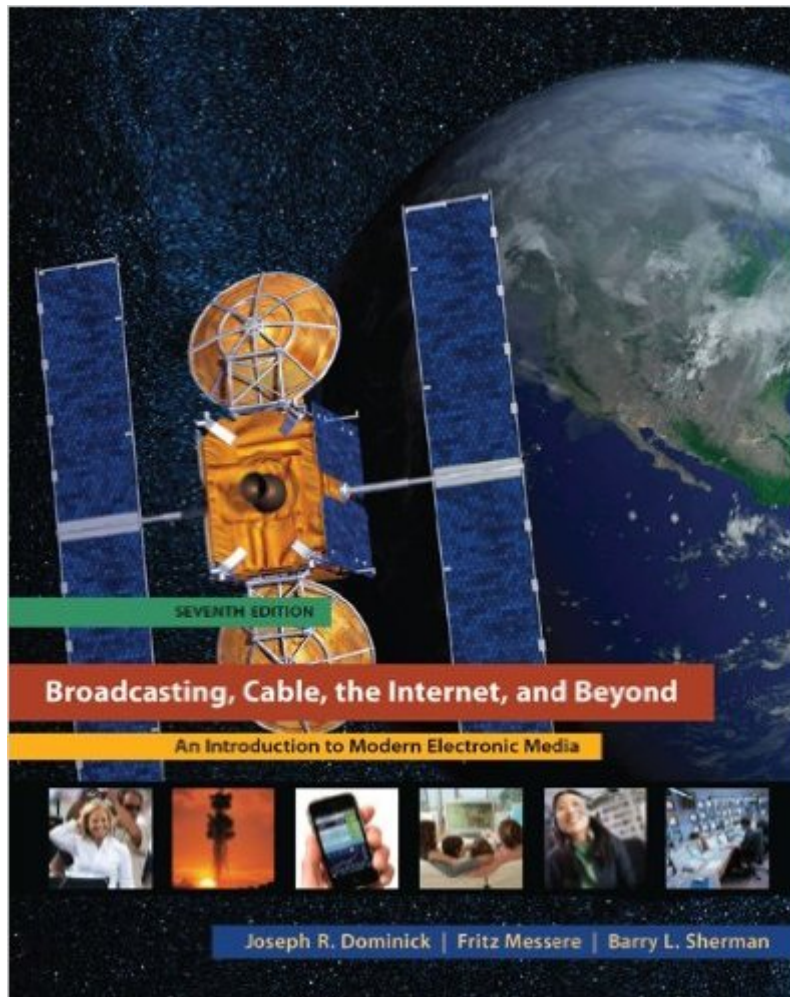


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Broadcasting, Cable, The Internet, And Beyond: An Introduction To Modern Electronic Media



Synopsis

This survey of the field of modern electronic media includes the new technologies, regulations, programming, and competition that affect our world and the broadcasting industry. The text conveys the excitement of the industry in a highly accessible style that makes even the most difficult information understandable.

Book Information

Paperback: 352 pages

Publisher: McGraw-Hill Education; 7 edition (March 31, 2011)

Language: English

ISBN-10: 0073512036

ISBN-13: 978-0073512037

Product Dimensions: 8 x 0.5 x 9.9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

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this book i'm using for my Intro to radio broadcasting class and got in just in time for class. I am so excited to learn much more and I've pre-read some pages and its very informative!Thanks to my Prime Student it came in quick shipping and i love it.

This is a great introduction to modern electronic media. As far as internet radio goes, it does leave out some of the more cutting edge players in the game like RADIONOMY.

Though the book is in one piece, it has writing all over the inside. I wouldn't mind it as much, if the price was lower because of its condition.

The book was exactly what I needed and was in very good condition. It was also a very reasonable price.

Interesting read. Very technical. Clearly defines the state of news and radio today.

Great resource for telecommunications students

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