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*(Nels Runte IV)*

## NEW BROADCASTING TRAFFIC RADIO NEW MEDIA. NEW VISION BOOKS PREDICAMENT AND OUTLET: NEW MEDIA ECOLOGY(CHINESE EDITION)



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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: December 2012 Pages: 276 Language: Chinese Publisher: Communication University of China Press. the new broadcasting and new media. New Vision Books Predicament and Outlet: under the new media ecology Traffic Radio contains a series of broadcast media operators. branding and program innovation success stories: Chutian radio traffic to build three-dimensional network monitoring services for the thesis focuses on the credibility of the media brand. is the media in the fierce competition in the key to winning. and points to the broadcast competition champion winning factors; the Guangzhou Traffic Radio to radio drama as a breakthrough for broadcast on the basis of summing up the successful experience of injected fresh blood; Hunan Traffic Radio Ping An elf mode of operation opens up for the broadcast media industry to expand new ideas. Broadcasting to become the most worth listening to the sound of ideology of infiltration. intelligence assistance. with the expansion of theoretical research. in-depth and unique perspective. Contents: Preface Foreword sing the broadcast the main theme. the new atmosphere of the prosperity of the industry - Traffic Radio 20 Rethinking first Beijing Traffic Radio Frequency Profile. director's notes the growth of paper to do the fame and fortune of a good program - from 1039 traffic service hotline The social and economic benefits Talking second Shanghai the Traffic Radio Frequency Profile Director's notes the new environment. a new system. a new departure papers. DMB - indicates a broadcast technology revolution is approaching the third Tianjin the Traffic Radio Frequency Profile Director's notes establish a strong brand boutique broadcast - 15 are set out on the road trip. Tianjin Traffic Radio papers to create broadcast-known brand - Tianjin Traffic...



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