



# Branding TV: Principles and Practices

*By Walter McDowell, Alan Batten*

Download now

Read Online ➔

## **Branding TV: Principles and Practices** By 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.

↓ [Download Branding TV: Principles and Practices ...pdf](#)

📄 [Read Online Branding TV: Principles and Practices ...pdf](#)

# Branding TV: Principles and Practices

*By Walter McDowell, Alan Batten*

## **Branding TV: Principles and Practices By 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.

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

- Sales Rank: #2095040 in Books
- Published on: 2005-07-21
- Released on: 2005-07-19
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .39" w x 7.50" l, .94 pounds
- Binding: Paperback
- 170 pages

 [Download Branding TV: Principles and Practices ...pdf](#)

 [Read Online Branding TV: Principles and Practices ...pdf](#)

## **Download and Read Free Online Branding TV: Principles and Practices By Walter McDowell, Alan Batten**

---

### **Editorial Review**

#### **Review**

"Branding TV, 2/e provides the television professionals with a succinct explanation of how the principles of brand management can be used to attract new viewers, promote audience loyalty and defend against competitive attacks." - Television Broadcast

#### **About the Author**

Before entering academia, Professor McDowell spent over two decades in commercial television, including station management positions in promotion, programming, and creative services. After earning his doctorate from the University of Florida, and teaching for several years at Southern Illinois University, he joined the faculty of the School of Communication at the University of Miami in 2001. In addition to teaching various media management courses, Professor McDowell has published media branding studies in several academic publications including The Journal of Media Economics, and the International Journal on Media Management. A nationally known consultant, he also has authored two books published by the National Association of Broadcasters and Focal Press Branding TV: Principles and Practices (with Alan Batten) and Troubleshooting Audience Research.

Alan Batten graduated from the University of Maryland (College Park) and undertook postgraduate work at Boston University's School of Public Communications. He has been active in the broadcast industry since 1971 where he had the opportunity to lead the marketing efforts of several stations affiliated with NBC, ABC, CBS, FOX and PBS. Along the way, he served as President of the Broadcast Promotion and Marketing Executives (now known as PROMAX). He has received countless industry awards and presented numerous international lectures on various aspects of broadcast marketing. In 1991, he founded ABCommunications to provide consulting services for marketing challenges. ABCommunications counts as clients such industry giants as Sinclair Broadcast Group, Universal Pictures, ACT III Broadcasting, and Raycom Sports. A writer at heart, he has written several motion picture and television scripts and enjoys producing radio commercials.

### **Users Review**

#### **From reader reviews:**

##### **George Gomez:**

Here thing why this Branding TV: Principles and Practices are different and trustworthy to be yours. First of all reading a book is good nonetheless it depends in the content than it which is the content is as scrumptious as food or not. Branding TV: Principles and Practices giving you information deeper as different ways, you can find any publication out there but there is no reserve that similar with Branding TV: Principles and Practices. It gives you thrill examining journey, its open up your own eyes about the thing this happened in the world which is perhaps can be happened around you. It is easy to bring everywhere like in recreation area, café, or even in your technique home by train. For anyone who is having difficulties in bringing the branded book maybe the form of Branding TV: Principles and Practices in e-book can be your choice.

##### **Kenneth Flowers:**

A lot of people always spent their free time to vacation or go to the outside with them family or their friend.

Do you know? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity honestly, that is look different you can read a book. It is really fun for you. If you enjoy the book which you read you can spent the entire day to reading a guide. The book Branding TV: Principles and Practices it doesn't matter what good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. If you did not have enough space to develop this book you can buy the particular e-book. You can m0ore easily to read this book out of your smart phone. The price is not to cover but this book provides high quality.

**Veronica Lopez:**

Reading can called thoughts hangout, why? Because if you find yourself reading a book specially book entitled Branding TV: Principles and Practices your mind will drift away trough every dimension, wandering in every aspect that maybe unidentified for but surely can become your mind friends. Imaging each word written in a publication then become one contact form conclusion and explanation this maybe you never get just before. The Branding TV: Principles and Practices giving you an additional experience more than blown away the mind but also giving you useful details for your better life in this particular era. So now let us teach you the relaxing pattern at this point is your body and mind is going to be pleased when you are finished reading it, like winning a. Do you want to try this extraordinary paying spare time activity?

**Adam Mathews:**

Some individuals said that they feel bored when they reading a e-book. They are directly felt it when they get a half areas of the book. You can choose typically the book Branding TV: Principles and Practices to make your current reading is interesting. Your own personal skill of reading proficiency is developing when you similar to reading. Try to choose straightforward book to make you enjoy to see it and mingle the impression about book and looking at especially. It is to be 1st opinion for you to like to start a book and go through it. Beside that the reserve Branding TV: Principles and Practices can to be your brand new friend when you're experience alone and confuse with what must you're doing of that time.

**Download and Read Online Branding TV: Principles and Practices  
By Walter McDowell, Alan Batten #D1B79LVOWSQ**

## **Read Branding TV: Principles and Practices By Walter McDowell, Alan Batten for online ebook**

Branding TV: Principles and Practices By Walter McDowell, Alan Batten Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Branding TV: Principles and Practices By Walter McDowell, Alan Batten books to read online.

## **Online Branding TV: Principles and Practices By Walter McDowell, Alan Batten ebook PDF download**

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

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

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

**D1B79LVOWSQ: Branding TV: Principles and Practices By Walter McDowell, Alan Batten**