

Media Monoliths

Mark Tungate

*"The most insightful and comprehensive
analysis of MTV's international business
published so far."*

Bill Reed, President,
MTV International Networks



MEDIA MONOLITHS

How **great media brands** thrive and survive

[Media Monoliths_ 下载链接1](#)

著者:Mark Tungate

出版者:Kogan Page

出版时间:2006-02-28

装帧:Paperback

isbn:9780749444785

Now in paperback, "Media Monoliths" gives a detailed look behind the scenes of the elite group of giant media brands that have thrived for decades--and sometimes centuries. [Color illustrations.]

作者介绍:

目录:

[Media Monoliths_ 下载链接1](#)

标签

传播学

评论

[Media Monoliths_ 下载链接1](#)

书评

[Media Monoliths_ 下载链接1](#)