



# Handbook of Media Branding

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Siegert, Gabriele  
 Förster, Kati  
 Chan-Olmsted, Sylvia M  
 Ots, Mart

Springer

Business Marketing Industrial management Mass media  
 Communication Social sciences in mass media Journalism Business and  
 Management Media Management Marketing Journalism Media  
 Sociology

Monografía

This comprehensive handbook critically addresses current issues and achievements in the field of media branding. By discussing media branding from different viewpoints, disciplines and research traditions, this book offers fresh perspectives and identifies areas of interest for further research. The authors highlight the peculiarities of this field and reveal links and commonalities with other areas of study within communication science. The chapters address different research areas, such as society-, content-, management-, audience- as well as advertising aspects of media brands. This handbook thus brings together contributions from different areas making it a valuable resource for researchers and experts from industry interested in media branding

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**Contenido:** Preface -- Part I: Media Branding: Locating an Emerging Research Area -- Part II: The Management Perspective: Media Brands as Management Task -- Part III: The Product Perspective: Media Brands as Branded Content -- Part IV: the Communication Perspective: Media Brands as Marketing Communication and Co-Creation -- Part V: The Consumer Perspective: Media Brands as an Audience Construct -- Part V: The Value Perspective: Media Brands Between Societal Expectations, Quality and Profit

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**Autores:** Siegert, Gabriele Förster, Kati Chan-Olmsted, Sylvia M Ots, Mart

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## **Baratz Innovación Documental**

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)