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Why Is Duck Dynasty So Popular?: A Look at the Factors That Make A&E's Series About the Robertson Family and Their Duck Commander Enterprise a Hit

Terry Parmenter

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This article examines the amazing success of A&E's *Duck Dynasty*. Entertainment insiders cannot figure out why a show about camo-wearing duck hunters in rural Louisiana whose motto is "faith, family, ducks" resonates with eight million viewers. The Robertson family and their producers have discovered a winning formula for television entertainment. Find out why their show is a hit and what other reality shows should imitate to attract big audiences.

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