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Media Selling: Television, Print, Internet, Radio

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This newly revised and updated edition of *Media Selling* addresses the significant changes that have taken place in media industries over the last few years, while continuing as a seminal resource for information on media sales.

- A classic in this field, this book has long served students and professionals in broadcasting and media industries as an indispensable tool for learning, training, and mastering sales techniques for electronic media
- Addresses the unprecedented consolidation and sweeping change faced by media industries in recent years, and now features greatly expanded coverage of the Internet, including video streaming and the impact of social network sites
- Covers a broad span of media industries and issues, including: electronic media, newspapers, magazines, outdoor/billboard promotion, sales ethics, emotional intelligence, and interactive media selling
- Fully updated to include much greater focus on national and international media sales issues, as well as expanded coverage of network-level selling, product placement, sales promotion use of market data

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