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## Business and Management : Media Management

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# Handbook of Media Branding

- The first comprehensive handbook of media branding International
- Covers the American and the European view on media branding Multidisciplinary
- Discusses media branding from different views, disciplines and research traditions up-to-date
- Reflects current issues in media management practice and research

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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