

Madison & Vine - Scott Donaton

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From the sharp decline in CD sales to the fragmentation of network TV audiences, the business models of the entertainment and advertising industries are showing severe cracks. Advertising Age editor Scott Donaton-- who coined the term Madison & Vine™--lays out a case for why these industries will need to converge to survive, overcoming hurdles and creating business models based on content-commerce partnerships. Madison & Vine reveals how new technology is disrupting traditional business models, giving the consumer more control over the product. Donaton explains how these industries will need to overcome distrust, divergent agendas, and creative conflicts to form mutually beneficial alliances--or face the threat of extinction.Examines the factors that threaten business models of the advertising industry and nearly every entertainment industry sector Relates the glamorous inside stories of prominent Madison & Vine alliances...Author: Donaton, Scott Publisher: McGraw-Hill Illustration: N Language: ENG Title: Madison & Vine Pages: 00000 (MicrosoftReader.lit) / 00000 (Encrypted PDF) On Sale: 2004-06-10 SKU-13/ISBN: 9780071436847 Category: Business & Economics : General

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