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Handbook of Product Placement in the Mass Media Mary-Lou Galician, 2004-05-28 Leading experts present cutting edge ideas and current research on product placement The Handbook of Product Placement in the Mass Media New Strategies in Marketing Theory Practice Trends and Ethics is the first serious book in English to examine the wider contexts and varied texts of product placement related media marketing strateg

An analysis of "Product Placement" as a strategic communication instrument Michael Knöppel, 1999-02-09 Inhaltsangabe Abstract The dissertation scrutinises the opportunities that product placement may entail as an additive and integral part of a company's marketing mix It also discusses its imminent disadvantages and threats as posed by the relevant German legislation The main focus however is placed on the conceivable effects of product placement as regards brand awareness recall attitudes and increasing turnover

Einleitung Die Arbeit untersucht die Möglichkeiten welche Product Placement als eine additive und integrierte Komponente des Marketing Mixes für interessierte Unternehmen bietet Weiterhin werden ökonomisch bedingte Nachteile und Einschränkungen im Rahmen der deutschen Gesetzgebung erläutert Das Hauptaugenmerk jedoch liegt auf den möglichen Auswirkungen des Product Placements auf Markenbekanntheit Recall Einstellungen Attitudes und Umsatzsteigerungen

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filmmakers can save themselves thousands of pounds in legal fees as they navigate the shark infested waters of the entertainment business Whether you are a producer writer director or actor Mark Litwak will help you make the most of your business dealings while steering you clear of the many contractual traps that may await you **Contracts for the Film & Television Industry** Mark Litwak,1998 A collection of sample entertainment contracts along with discussions of the concepts and terms contained therein It contains 62 contracts covering depiction and copyright release literary submission and sale artist employment collaboration music financing production distribution and merchandising and retainers

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