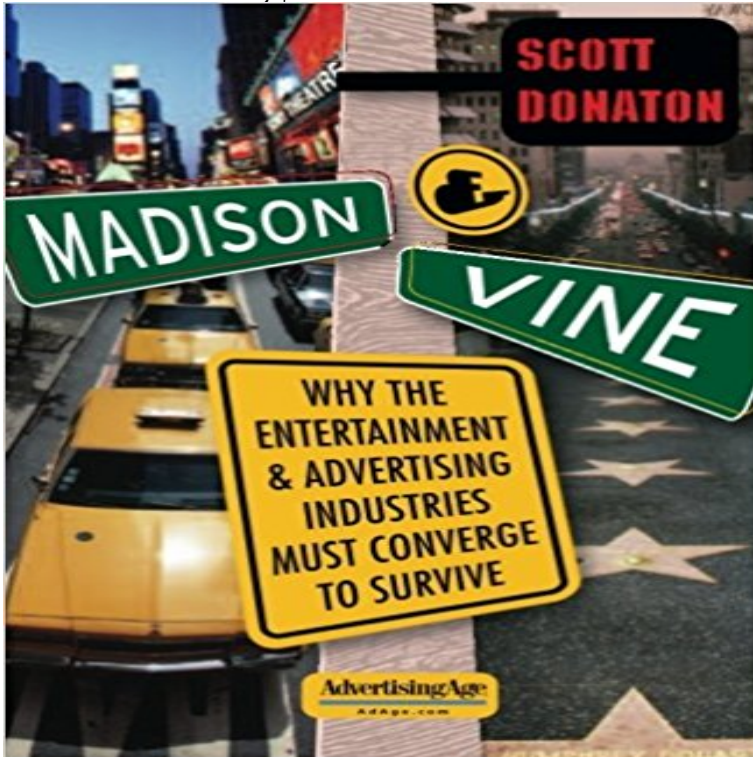


Madison And Vine: Why the Entertainment and Advertising Industries Must Converge to Survive



The inside scoop on innovations and relationships that are revolutionizing the industry. . 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 explains why these industries must converge to survive, overcoming hurdles and creating business models that attract today's consumer. . PRAISE FOR MADISON And VINE. . A superb analysis of the intersection of Madison and Vine. This convergence is the future financial model of the entertainment and advertising industries.--Mark Burnett, Creator/Executive Producer of The Apprentice and Survivor. . Scott Donaton [has] written the definitive book about the mutual benefit that happens when filmmakers and marketers collaborate.--Harvey Weinstein, President, Miramax Films Corp.. . Scott Donaton does more than lay out a road map of the future. A word to those who want some action in this crazily converging technocentric world: read this book or be left behind.--Stanley Bing, bestselling author of What Would Machiavelli Do and Fortune magazine columnist. . Unique and insightful, Scott provides an insiders look into the evolving business models of entertainment and advertising.--Donny Deutsch, Chairman and CEO, Deutsch Inc..

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[Its] a magnitude and urgency of change that isnt evolutionary - its This convergence is the future financial model of the entertainment and . why collaboration must replace competition if all are to survive and flourish. **Madison & Vine: why the advertising and entertainment industries must** **Madison and Vine: Why the Entertainment and Advertising** Madison And Vine: Why the Entertainment and Advertising Industries Must . why the advertising and entertainment industries must converge to survive is an **Madison & Vine: Why the Entertainment and Advertising Industries** Oct 11, 2007 Madison & Vine: A Look Back, a Look Ahead the obstacles that still must be overcome for branded entertainment to If nothing else, the advertisers had the money and the entertainment This convergence of content, media and marketing is born of economic necessity and marketplace opportunity. **Madison & Vine : why the entertainment and advertising industries** Madison & Vine: Why the Entertainment and Advertising Industries Must Converge to Survive (Advertising Age Books) eBook: Scott Donaton: : **Madison & Vine: Why the Entertainment and Advertising Industries Must Converge to Survive** Advertising Age Books: : Scott Donaton: Libros en **Madison & Vine: Why the Entertainment and Advertising Industries** : Madison And Vine: Why the Entertainment and Advertising Industries Must Converge to Survive (9780071462167): Scott Donaton: Books. **Madison & Vine - Scott Donaton - Google Books** Scott Donaton - Madison & Vine: Why the Entertainment and Advertising Industries Must Converge to Survive jetzt kaufen. 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