

Value Creation And Branding In Television's  
Digital Age

By Timothy M. Todreas



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Ted Turner's creation of the Cable News verything we thought we once knew about journalism needs to be rethought in the Digital Age." Television news

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Abstract: Modern marketing approach aims to discover what consumer calls value , how it can be adapted to product and how efficiently product value is launched.

[http://www.academia.edu/455803/VALUE\\_CREATION\\_THROUGH\\_THE\\_INTEGRATION\\_OF\\_PRODUCT\\_DESIGN\\_AND\\_BRANDING](http://www.academia.edu/455803/VALUE_CREATION_THROUGH_THE_INTEGRATION_OF_PRODUCT_DESIGN_AND_BRANDING)

Developing a new or refreshed corporate or brand identity is often a response to change. Many factors will drive that change new management, mergers, acquisitions

<http://www.brandingstrategyinsider.com/value-creation/page/2>

Two of the recent projects of such internal research and development have been the creation of a Digital Communities of the television comedy The Office U.S

<https://en.m.wikipedia.org/wiki/Wikipedia>

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