



Research in Media Promotion (Routledge Communication Series)

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Eastman has assembled this exemplary volume to spotlight media promotion and to examine current research on the promotion of television and radio programs. The studies included here explore various types of promotion and use widely differing methods and approaches, providing a comprehensive overview of promotion research activities. Chapters include extensive literature reviews, original research, and discussion of research questions for subsequent study.

Research in Media Promotion serves as a benchmark for the current state of promotion research and theory, and establishes the role of promotion as a primary factor affecting audience size. Appropriate for coursework and study in programming, marketing, research methods, management, and industry processes and practices, this volume offers agenda items for future study and is certain to stimulate new research ideas.

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