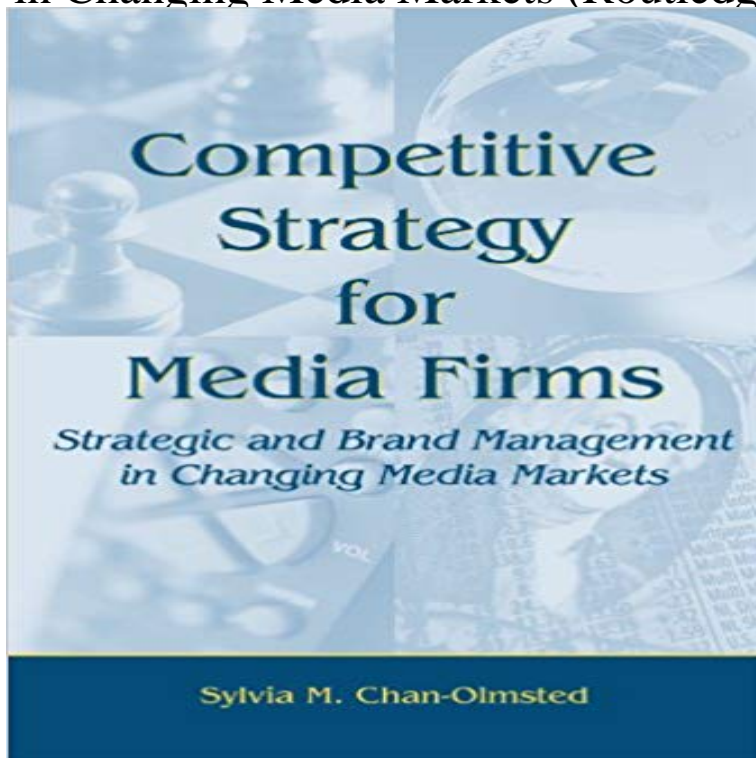


Competitive Strategy for Media Firms: Strategic and Brand Management in Changing Media Markets (Routledge Communication Series)



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