

The Handbook Of Mass Media Ethics

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The Handbook of Media and Mass Communication Theory, March 2014; DOI: 10.1002/9781118591178.ch14. In book: The Handbook of Media and Mass Communication Theory (pp.249-268) Authors:

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Handbook of Product Placement in the Mass Media is a part of The Haworth Press, Inc. promotion book series edited by Richard Alan Nelson, PhD, APR. This first-of-its-kind book features interviews with leading critics and proponents of product placement (including the Pulitzer Prize-winning media critic of the LA Times and the Director of the Center for Science in the Public Interest in Washington, DC).

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