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What's New?

We've kept the same 16-chapter format but reformatted some chapters to emphasize on digital platforms and content that are shaping streaming media in the ever-evolving social landscape. All chapters have been updated, including complete revisions of about half the book. More than 90% of the examples and infographics are new. You might notice that the subtitle of the book includes "copy" but there are no chapters with that title. This has always been a book that emphasized copywriting, but good writing is needed everywhere. So, you will see references to writing copy in every chapter, even though no single chapter is totally dedicated to it.

We are proud to introduce two new co-authors, Dan Augustine and Joanna L. Jenkins, who bring another dimension to our collective effort. Dan Augustine has a 20-year career in advertising, starting out at J. Walter Thompson in Detroit and currently as a senior director