

**Understanding Broadcast And Cable Finance:  
A Primer For Nonfinancial Managers**

**By Broadcast Cable Financial Mana**

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Genre/Form: Electronic books: Additional Physical Format: Print version: Understanding broadcast and cable finance. Amsterdam ; Boston : Elsevier/Focal Press, 2008 <http://www.worldcat.org/title/understanding-broadcast-and-ca>

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Understanding Broadcast and Cable Finance A Primer for the Non-Financial Manager. Erscheinungsjahr: Seitenanzahl: Seiten: ISBN: Format: Kopierschutz: Ger te

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Broadcast Cable Financial Mana, Walter McDowell, Alan Batten Understanding Broadcast and Cable Finance: A Primer for Nonfinancial Managers Publisher: Focal Press; 2

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