



# This Business of Broadcasting

*Leonard Mogel*

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## **This Business of Broadcasting** Leonard Mogel

This Business of Broadcasting is a comprehensive guide to jobs and job opportunities in the broadcasting industry - broadcast and cable television as well as radio - suitable for both the entry-level job seeker and the mid-career job changer.

It offers an overview of the television and radio industries; a detailing of job functions and salaries in each field; a detailed examination of programming; interviews with industry veterans and fast-track newcomers; and authoritative advice on education, resumes, interviews, internships, training programs, and resources.

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