THE FIVE MYTHS OF TELEVISION POWER

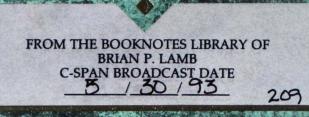
OR

WHY THE MEDIUM
IS NOT THE MESSAGE

DOUGLAS DAVIS

SIMON & SCHUSTER

New York London Toronto Sydney Tokyo Singapore



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The Five Myths of Television Power

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