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A major thrust of this book is to arrive at a set of fundamental beliefs about the values and realities of the radio business in regard to entertainment programming -- a set of beliefs that may or may not be right, true, or forever, but that might at least provide a basis for developing programming strategies.

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Title: Radio Programming: Tactics and Strategy; Author(s): Eric Norberg; Release date: May 1996;
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Additional Physical Format: Online version: MacFarland, David T. Contemporary radio programming strategies. Hillsdale, N.J. : L. Erlbaum Associates, 1990

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