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## WEATHER CHANNEL: THE IMPROBABLE RISE OF A MEDIA PHENOMENON (HARDBACK)



Harvard Business Review Press, United States, 2002. Hardback. Condition: New. Language: English . Brand New Book. Twenty years ago, who d have believed that millions of viewers would follow the twists and turns of storms developing across the globe with the rapt attention once reserved for thriller movies? And that a single television channel could simultaneously inform and entertain us, enrich our lives and, at times, help save them? This is the remarkable story of The Weather Channel, a cable...

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- Authored by Frank Batten, Jeffrey L. Cruikshank
- Released at 2002



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## Reviews

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Brennan Koelpin

Comprehensive guide! Its this type of very good read through. It is actually writter in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

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This book is fantastic. It is really simplistic but surprises inside the 50 percent of the publication. I am just happy to inform you that here is the very best publication i have read through inside my individual life and can be he greatest book for actually.

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