



# The Broadcast Century and Beyond: A Biography of American Broadcasting

*Robert L Hilliard, Michael C Keith*

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The Broadcast Century and Beyond is a popular history of the most influential and innovative industry of the century. The story of broadcasting is told in a direct and informal style, blending personal insight and authoritative scholarship to fully capture the many facets of this dynamic industry. The book vividly depicts the events, people, programs, and companies that made television and radio dominant forms of communication. The latest edition includes coverage of all the technologies that have emerged over the past decade and discusses the profound impact they have had on the broadcasting industry in political, social, and economic spheres. "Broadcasting" as a whole has been completely revolutionized with the advent of YouTube, podcasting, iphones, etc, and the authors show how this closing of world-wide broadcasting channels affects the industry.

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