

# Madison And Vine: Why The Entertainment And Advertising Industries Must Converge To Survive By Scott Donaton

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(entertainment), Donaton, S. (2004). **Madison & Vine. Why the entertainment & advertising industries must to converge to survive.**

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June 17, 2008 in Branded Content, IPTV & convergence, Scott Donaton: Madison and Vine: Why the Entertainment and Advertising Industries Must Converge to Survive.

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Donaton, S. (2004) Madison & Vine: Why the Entertainment and Advertising Industries Must Converge to Survive.

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