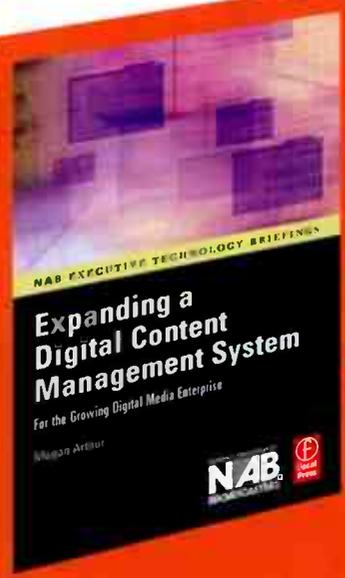
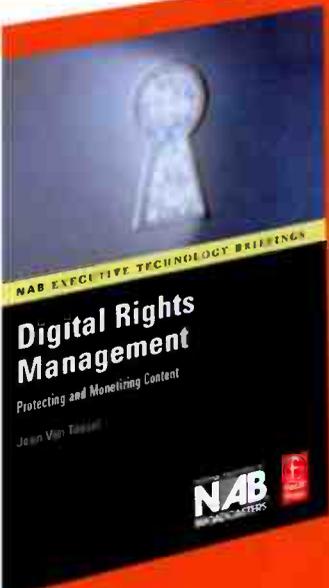


NAB EXECUTIVE BRIEFINGS



DIGITAL RIGHTS MANAGEMENT
BY JOAN VAN TASSEL

EXPANDING A DIGITAL CONTENT MANAGEMENT SYSTEM
BY MAGAN ARTHUR



Focal Press

NAB 2006 PUBLICATIONS CATALOG

NAB's 2006 CATALOG

This Catalog features some of the NAB Store's best-selling titles available at www.nabstore.com. The NAB Store carries hundreds of titles of relevance to the broadcasting community, including titles on broadcast engineering, finance, management, video, production/post-production, and more.

You can search for any of these featured items in our catalog and additional books online by category, product number, author, publisher, title, keyword and/or ISBN. If you have any questions or need assistance, call us toll-free at (800) 368-5644 or (202) 429-7424. Shipping is fast & convenient-most orders ship the same day and delivery is guaranteed within 7 business days. (For specific shipping rates and information, please refer to page 4.)

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NAB MEMBER PRICING

Members never pay full price on books or merchandise online or via phone! NAB Members (including employees of member companies) receive a 10% discount off the regular list price on books and merchandise for catalog and web orders.

Prices and availability of items featured in this catalog are subject to change without notice. Prices are valid online and catalog only- prices at NAB Store Retail Locations may differ. Customer is responsible for shipping and applicable taxes.

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ORDERING AND SHIPPING INFORMATION

3 EASY WAYS TO ORDER



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NABSTORE.COM



CALL
202-429-7424 or
(800) 368-5644



FAX
ORDERS TO:
202-775-3515

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Alaska & Hawaii: Items will arrive in 7-11 business days. \$7.99 first item/\$2.99 each add. item.

Canada: Items will arrive 7-11 business days. \$7.99 first item/\$3.99 each add. item.

International: (Outside the U.S. & Canada) Items will be shipped via UPS Worldwide Express and will arrive 2-5 business days. \$35.00 for first item, \$5.99 each additional item. Please note that we are unable to use this service for some countries and additional shipping charges (items sent via UPS Worldwide Expedited) may apply. Customer is responsible for all duty and VAT taxes. Refunds will not be given for any refused packages.

SATURDAY AND 2-DAY DELIVERY:

Available only for Domestic (U.S.) Customers. For customers outside the contiguous 48 states, please refer to express shipping or call 1-800-368-5644 for more information. Domestic: Items will arrive in 2 business days. \$10.99 first item/\$3.99 each add. item. For Saturday delivery, please contact us at 202-429-7424.

OVERNIGHT/EXPRESS DELIVERY:

Domestic: Next business day. \$14.99 first item/\$3.99 each add. item.

Alaska and Hawaii: Items will arrive in 4-6 business days. \$15.00 first item/\$2.99 each add. item. For faster delivery, please call 202-429-7424.

Canada: 4-6 business days. \$15.00 first item/\$3.99 each add. item. For next business day, customer must provide account number or credit card. Please call 202-429-7424.

International: Prices and times will vary depending upon the country of receipt. Customer must supply an account number or credit information for this service. Please call 202-429-7424. Customer is responsible for all duty and VAT taxes. Refunds will not be given for any refused packages.

PAYMENT

Pre-payment is required on all orders, purchase orders are not accepted as pre-payment. Payment may be in the form of cash, check, or credit card (Visa, MasterCard and American Express). Wire transfers are assessed an additional 10% fee. To pay via wire-transfer, please contact the NAB Store at (202) 429-7424. Pricing and availability of products are subject to change without notice. All prices are listed in U.S. Dollars. International customers: the credit card company will calculate the exchange rate in your currency and include it on your monthly statement.

SHIPPING

Most orders are shipped via UPS and will arrive within 7 business days. A street address is required (no P. O. Boxes). International customers: please provide an email address. **Overnight orders must be received by 2:00 PM EST to guarantee next-day delivery.** In addition to the above rates, International customers may be assessed additional shipping charges depending on service delivery options available in that country's region. For additional shipping information, please contact us at (202) 429-7424.

CUSTOMS/DUTIES/TAXES

Depending on the country of delivery, goods may be assessed additional import duties and taxes (Value-Added Taxes). If assessed, these charges are the responsibility of the recipient. The NAB Store has no control over

these charges and assumes no responsibility. International customers are encouraged to contact their local customs office to determine the applicable taxes prior to ordering. Customers that refuse packages due to duties assessed by their import country will not be given a refund on products or shipping charges.

Sales Tax: By law, customers are assessed a 5.75% sales tax on orders delivered to the District of Columbia.

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Quantity discounts (5 or more of the same title) are available on most publications. Discounts on large orders, based on the total quantity of books placed, may also be available to give you the option to purchase a variety of titles. For more information, please contact the NAB Store at (202) 429-7424 (Note: orders must be for a minimum of at least 10 different titles to qualify).

RETURNS & CUSTOMER SERVICE

If you are not satisfied with your order, you may return or exchange it within 30 days after receipt of the item. Please note that some items (such as NAB's Financial Reports) are not refundable. If you have a question regarding your order, shipping rates, or product, please contact NAB Services Monday-Friday 9:00 am - 5:00 PM ET at (800) 368-5644 or (202) 429-7424, or e-mail the NAB Store at nabstoremanager@nab.org.

ORDER FORM FAX 202-775-3515

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City/State/Zip/Country _____

Telephone _____ Email (required for international customers) _____

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Name on Card _____

Signature _____

Fax This Form To: (202) 775-3515

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1771 N Street, NW Washington, DC 20036

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Monday-Friday 9:00 am to 5:00 pm ET

- Yes! I would like to receive information and special offers via email.

QTY	ITEM NUMBER	DESCRIPTION	PRICE*	TOTAL

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- Standard Domestic 3-7 business days (\$5.99 first item, \$2.99 ea. add. item)
- 2-Day Domestic 2 business days (\$10.99 first item, \$3.99 ea. add. item)
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- Standard Canadian, Alaska & Hawaii 7-11 business days (\$7.99 first item, \$3.99 ea.add.item.)
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For International Express Orders and Saturday delivery, please call (202) 429-7424 or email nabstoremanager@nab.org.



*Subtotal	
Shipping	
5.75% Sales Tax (DC only)	
TOTAL	

WARNING SIGNS

CAUTION ELECTROMAGNETIC ENERGY WARNING SIGN

AVAILABLE IN ENGLISH OR SPANISH!

To assist broadcasters in complying with the FCC, NAB Services offers RF Radiation Warning Signs made of durable aluminum. The sign is printed in black and yellow on a white background and uses the standard symbol and colors for non-ionizing radiation as established by the American National Standards Institute. The sign is available in two sizes. The large sign measures 18" x 24". The small sign measures 9" x 12". Both sizes are available in either English or Spanish. Please specify size and language when ordering.

Small Sign:

Item: 4016 English
Item: 4017 Spanish
Price: \$20.97 each

Large Sign:

Item: 4014 English
Item: 4015 Spanish
Price: \$26.97 each

BULK RATES

(NOTE: DISCOUNT ON BULK QUANTITIES OF THE SAME VERSION AND SIZE):
10 OR MORE SIGNS SAVE 10%
20 OR MORE SIGNS SAVE 20%



DANGER/HIGH VOLTAGE SIGN

AVAILABLE IN ENGLISH OR SPANISH!

You can discourage this practice and help protect life and property by displaying Danger/High Voltage Signs available through the NAB. Made of durable aluminum. The sign is available in two sizes. The large sign measures 18" x 24". The small sign measures 9" x 12". Both sizes are available in either English or Spanish. Please specify size and language when ordering.

Small Sign:

Item: 4006 English
Item: 4007 Spanish
Price: \$20.97 each

Large Sign:

Item: 4004 English
Item: 4005 Spanish
Price: \$26.97 each

BULK RATES

(NOTE: DISCOUNT ON BULK QUANTITIES OF THE SAME VERSION AND SIZE):
10 OR MORE SIGNS SAVE 10%
20 OR MORE SIGNS SAVE 20%



OSHA LOCKOUT/TAGOUT WARNING SIGN

The Occupational Safety and Health Administration (OSHA) has adopted rules designed to reduce electrical hazards in the workplace. As a result, the NAB has developed a lockout/tagout sign to identify equipment at a station (such as transmitters and other equipment directly wired into a circuit breaker or similar device) which are turned off during maintenance. This equipment must either be physically locked out with a key or tagged with a prominent warning to prevent someone from energizing the equipment until the tag is removed. Made of durable aluminum. Sign measures 12" x 9". Available in English Only.

Sign:

Item: 4047 English, 12" x 9" only
Price: \$20.97 each

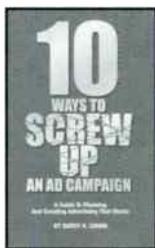
BULK RATES

(NOTE: DISCOUNT ON BULK QUANTITIES OF THE SAME VERSION AND SIZE):
10 OR MORE SIGNS SAVE 10%
20 OR MORE SIGNS SAVE 20%



10 WAYS TO SCREW UP AN AD CAMPAIGN

This book contains a "no-nonsense" approach to avoiding the commonly-made mistakes in advertising. Full of real life examples, this book will help you steer away from falling into the same pitfalls that other advertisers have, and help you to achieve your marketing goals. It covers everything from how to select and work with advertising counselors to evaluating which media to use, and when, to how you can "out advertise" the competition even if you can't outspend them. In addition to strategies for your creative and media campaigns, this book addresses the most critical item of all- how to effectively measure the success of your advertising.



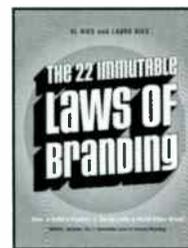
Item: 2927

Author: Barry Cohen

ISBN: 0759644462 Store Price: \$21.95 Member Price: \$19.76

THE 22 IMMUTABLE LAWS OF BRANDING

This marketing classic has been expanded to include new commentary, new illustrations, and a bonus book: *The 11 Immutable Laws of Internet Branding!*



Smart and accessible, this is the definitive text on branding, pairing anecdotes about some of the best brands in the world, like Rolex, Volvo, and Heineken, with the signature savvy of marketing gurus Al and Laura Ries. This book proclaims that the only way to stand out in today's marketplace is to build your product or service into a brand – and provides the step-by-step instructions you need to do so.

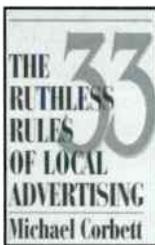
Item: 2356HC0060007737

Author: Al Ries, Laura Ries

ISBN: 0060007737 Store Price: \$18.95 Member Price: \$17.06

33 RUTHLESS RULES OF LOCAL ADVERTISING

This book was created for the 90 percent of small business owners who reportedly are dissatisfied with the results they get from local advertising. If followed, these rules- among them don't ask your customer what brought them in, demand absolute accountability, and sell something more profitable than a low price- will broaden the customer base and enhance the bottom line. Specific growth objectives for advertising expenditures and the development of a system of absolute advertising accountability make this book distinctive. Business owners will learn to use advertising money wisely for maximum profitability.



Item: 2343PB096673839X

Author: Michael Corbett

ISBN: 096673839X Store Price: \$14.95 Member Price: \$13.46

60-SECOND COPYWRITER CD

In this audio CD, you'll get proven techniques that take about a minute each to create commercials that will help:

- * Save you time and frustration.
- * Break writers' block.
- * Improve the sound of your station.
- * Reach your listeners more effectively.
- * Get better results for your advertisers.
- * Make renewals easier.
- * 17 instant techniques to take you from your initial client meeting through the creation and production of effective campaigns.
- * Real world client stories. * Fully produced commercial examples.
- * E-workbook to guide you step-by-step to success.



Item: 1113JH0000000000

Author: Jeffrey Hedquist

Store Price: \$59.97 Member Price: \$53.97

ADVERTISING MEDIA PLANNING

The bible of media planning for more than 25 years, *Advertising Media Planning* teaches the fundamentals of planning, purchasing, and evaluating the effectiveness of advertising. It also emphasizes today's rapid proliferation of media choices. This new edition covers the increasing use of nontraditional and interactive media, including interactive television and the Internet.



Item: 2180MH0844215635

Authors: Roger B. Baron, Erwin Ephron, Jack Zanville Sissors

ISBN: 0844215635 Store Price: \$69.95 Member Price: \$62.96

THE BRAND GAP

Using the visual language of the boardroom, Neumeier presents the first unified theory of branding - a set of five disciplines to help companies bridge the gap between brand strategy and brand execution. Those with a grasp of branding will be inspired by what they find here, and those who would like to understand it better will suddenly "get it."

This deceptively simple book offers everyone in the company access to "the most powerful business tool since the spreadsheet."



Item: 2757NR0735713308

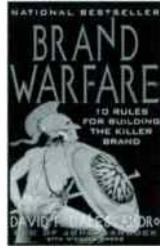
Author: Marty Neumeier

ISBN: 0735713308 Store Price: \$14.95 Member Price: \$13.46

ADVERTISING • SALES • MARKETING

BRAND WARFARE

In *Brand Warfare*, author David D'Alessandro draws on his personal experience as a brand-builder and examples from America's smartest and most foolish corporations, developing principles that you can use in any market. At the same time, he creates an entertaining picture of the marketing business with anecdotes that convey a keen sense of the absurdities of corporate life, balanced by a tremendous respect for the consumer. This tough-minded, funny, and refreshingly candid book gives you a proven roadmap for marketing success. It also offers a series of principles for improving a company's understanding of the concept of brand and brand usage.



Item: 2165MH0071398503

Author: David F. D'Alessandro

ISBN: 0071398503 Store Price: \$14.95 Member Price: \$13.46

BRANDING TV: PRINCIPLES AND PRACTICES

Branding TV goes beyond the jargon of branding to explain the essential principles underlying successful branding, and offers many practical strategies to measure, build and manage TV brand equity. For instructional purposes, the book pays particular attention to the local commercial TV station and its news franchise. Written by broadcast professionals with years of experience, this book shows how the notions of branding are no more prevalent than in the battle for dominance in local news. The practical suggestions in the book will help the savvy manager understand and take advantage of branding in their efforts.



Item: 3894

Authors: Walter McDowell Ph.D., Alan Batten

ISBN: 0893242799 Store Price: \$35.97 Member Price: \$32.37

DEVELOPING AN EFFECTIVE MARKETING PLAN

Written specifically for radio broadcasters, *Developing an Effective Marketing Plan* gives you step-by-step procedures (including worksheets) for developing and implementing your station's marketing objectives. The workbook will give you a fresh perspective on your station, your business and your goals. It brings the traditional marketing methods of consumer products and services to the nontraditional business of radio broadcasting.



Item: 3320

ISBN: 0893242292 Store Price: \$35.97 Member Price: \$32.37

BRANDING ACROSS BORDERS

Branding Across Borders offers key insights on developing a powerful, memorable global brand strategy. Establishing and managing a global brand is made more challenging by the cultural, political, and economic differences that exist among the world's consumers. *Branding Across Borders* addresses the issue of global branding head-on, going beyond the brand itself to address how a corporation must fine-tune its own organizational structure before it can effectively extend and manage its brands in the global marketplace.



Item: 2849MH0658009451

Authors: James Gregory, Jack Weichmann

ISBN: 0658009451 Store Price: \$34.95 Member Price: \$31.46

DESIGNING BRAND IDENTITY

From an interactive website to a business card, a brand must be recognizable, differentiated and help build customer loyalty. This indispensable resource presents brand identity fundamentals and a comprehensive dynamic process that helps brands succeed. From researching the competition to translating the vision of the CEO to designing and implementing an integrated brand identity program, the meticulous development process is presented through a highly visible step by step approach in five phases: research and analysis, brand and identity strategy, brand identity design, brand identity applications and managing brand assets.



Item: 2368JW0471213268

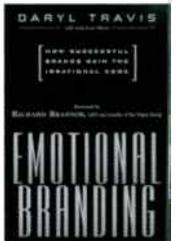
Author: Alina Wheeler

ISBN: 0471213268 Store Price: \$35.00 Member Price: \$31.50

EMOTIONAL BRANDING

How do you launch a product in today's ultra-competitive and often saturated markets, break through the clutter, and develop strong and lasting customer loyalty? Get in touch with your customers' deepest emotions, of course.

Emotional Branding teaches you the how's and why's of: "How does our product or service make our customers feel?". Whether you are a CEO, an advertising guru, or an innovative business person, you will discover how to use a brand's mystique to create powerful and lasting emotional connections with your customers.



Item: 2087CB076152911X

Author: Daryl Travis

ISBN: 076152911X Store Price: \$27.95 Member Price: \$25.16

THE END OF ADVERTISING AS WE KNOW IT

With a keen eye and a no-holds-barred approach, Zyman discusses how advertising died, what killed it, and how to revive it. He addresses the most critical issues affecting any organization's sales and marketing departments, using his time-tested, unorthodox, and sometimes even counterintuitive principles in order to translate key strategies into positive business results. For marketing managers, advertisers, and CEOs, this book offers groundbreaking advice from one of the legends of modern marketing, as well as the knowledge, insights, tools, and direction to transform advertising strategies from hoping to planning, from art to science, from guessing to knowing, and from random success to planned success.

Item: 2630JW047142966X
Authors: Sergio Zyman, Armin Brott
ISBN: 047142966X Store Price: \$14.95 Member Price: \$13.46



THE FALL OF ADVERTISING AND THE RISE OF PR

The bestselling authors of *The 22 Immutable Laws of Branding* are back, this time revealing a startling and crucial development in marketing: the shift from advertising-oriented marketing to PR-oriented marketing. Today's brands are born with publicity, not advertising. Bold and accessible, *The Fall of Advertising* tells how and why publicity will assume the major role in product launches, with advertising solidifying brands rather than creating them. This will be the essential primer on brand-building in the public relations era.

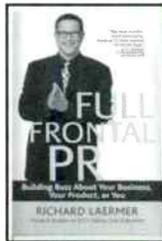
Item: 2931HC0060081988
Authors: Al Ries, Laura Ries
ISBN: 0060081988 Store Price: \$24.95 Member Price: \$22.46



FULL FRONTAL PR

PR is still the easiest, most inexpensive way to gain market share and reach customers, and author Richard Laermer's renowned media relations firm has launched numerous brands into the spotlight with innovative and out-of-the-box campaigns. Now *Full Frontal PR* shows how to break your message through the clutter and into the center of attention. With entertaining case studies, *Full Frontal PR* breaks down the processes and demonstrates how you can use the press productively. You'll learn how to identify your unique news-making hook, build relationships with the mainstream and industry press, and gain strategic placements that will build your business and get people talking.

Item: 2712BP1576601811
Author: Richard Laermer
ISBN: 1576601811 Store Price: \$15.95 Member Price: \$14.46



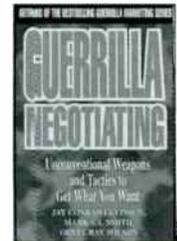
GUERRILLA NEGOTIATING

In a sequel to the successful "Guerrilla Selling", readers learn insider secrets such as the 10 most common mistakes made in negotiation, 100 negotiating weapons, and 20 things you can expect to gain in a negotiation.

"To gain 1,000 ideas all at once and gain all the advantages, read this brilliant, illuminating book."
 —Mark Victor Hansen, coauthor, *Chicken Soup for the Soul*.

"The Guerrilla Group has done it again. Sit down at the feet of the masters and learn how to negotiate right."
 —Guy Kawasaki, author, *Rules for Revolutionaries*, and CEO, garage.com.

Item: 2000JW0471330213
Authors: Conrad Levinson, Mark S. A. Smith, Orvel Ray Wilson
ISBN: 0471330213 Store Price: \$24.95 Member Price: \$22.46

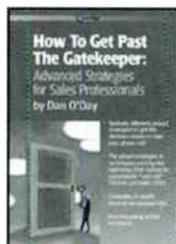


HOW TO GET PAST THE GATEKEEPER

On this CD Seminar, Dan O'Day will teach you...

- * Proven strategies to get the decision-maker to take your phone call
- * How to control any telephone conversation
- * How to radiate authority to the gatekeeper
- * How to avoid sounding like a salesperson
- * Easy yet extremely effective pre-call research methods
- * Why you never should "pitch" the gatekeeper
- * Four key gatekeeper concepts
- * Harnessing The Market Influencer Concept
- * How to handle "What Is This Call In Reference To?"
- * How to handle "Send Us The Information."

Item: 2109DO0000000000
Author: Dan O'Day
Store Price: \$99.00 Member Price: \$89.10



INTEGRATED ADVERTISING, PROMOTION & MARKETING COMMUNICATIONS

This volume takes a broader approach than Advertising or Promotions surveys and gives readers an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project, with free Advertising Plan Pro software in every copy. The volume addresses integrated marketing communications, corporate image and brand management, consumer buyer behavior, business-to-business buyer behavior, promotions opportunity analysis, advertising management, advertising design, both theoretical and executional frameworks, IMC promotional tools and integration tools.

Item: 2238NR0131405462
Authors: Kenneth E. Clow, Donald Baack
ISBN: 0131405462 Store Price: \$101.00 Member Price: \$90.90



LIFE AFTER THE 30-SECOND SPOT

Life After the 30-Second Spot explains how savvy marketers and advertisers are responding with new marketing techniques to get their message out, get noticed, engage their audiences—and increase sales! Covering topics such as viral marketing, gaming, on-demand viewing, long-form content, interactive, and more, the book explains the new avenues marketers and advertisers must use to replace traditional print, TV, and radio advertising—and which strategies are most effective. This book is every marketer's road map to "new marketing."



Item: 2453JW0471718378
Author: Joseph Jaffe
ISBN: 0471718378 **Store Price:** \$29.95 **Member Price:** \$26.96

OGILVY ON ADVERTISING

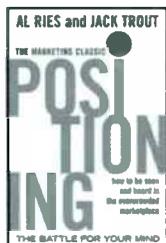
An indispensable primer on all aspects of advertising from the man *Time* has called "the most sought after wizard in the business". David Ogilvy shares his years of advertising experience in 20 short chapters, relating information and insights that will appeal to anyone in the advertising business. Readers have found this book to be a great resource complete with tricks of the trade. This book will leave you wanting to learn more about David Ogilvy and his success in the industry.



Item: 2461VI039472903X
Author: David Ogilvy
ISBN: 039472903X **Store Price:** \$24.00 **Member Price:** \$21.60

POSITIONING

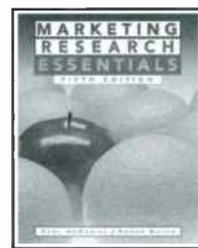
Positioning, a concept developed by the authors, has changed the way people advertise. It's the first concept to deal with the problems of communicating in an over-communicated society. With this approach, a company creates a 'position' in the prospect's mind, one that reflects the company's own strengths and weaknesses as well as those of its competitors. Witty and fast-paced, this book spells out how to position a leader so that it gets into the mind and stays there, position a follower in a way that finds a 'hole' not occupied by the leader, and avoid the pitfalls of letting a second product ride on the coattails of an established one.



Item: 2167
Authors: Al Ries, Jack Trout
ISBN: 0071373586 **Store Price:** \$14.95 **Member Price:** \$13.46

MARKETING RESEARCH ESSENTIALS

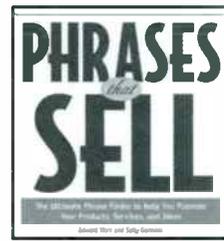
When conducted properly, marketing research can lead to better products, improved services, and a higher level of customer satisfaction. Written by marketing research professionals with over 40 years combined experience, this book is packed with the hottest trends, insights, and advances in the field. It presents a snapshot of the way cutting-edge marketing research is practiced today. Based on the successful *Marketing Research, 6th Edition*, this paperback text offers the same user-oriented, real-world focus, and cutting-edge content in a more streamlined format.



Item: 2459JW0471684767
Authors: Carl McDaniel, Roger Gates
ISBN: 0471684767 **Store Price:** \$97.95 **Member Price:** \$88.15

PHRASES THAT SELL

Whether you sell products, ideas, or services . . . whether you are a novice or an old pro . . . this creative toolbox will give you fresh ideas, new perspectives, and renewed confidence. It is the ultimate resource for anyone needing hands-on, instant access to the key phrases, slogans, and attention grabbers that will gain more attention and sell more product. Organized by category . . . indexed and cross-referenced for ease of use . . . loaded with expert advice on how to write copy that sells, *Phrases That Sell* covers everything, including those hard-to-describe product and service qualities and those product/service attributes that are subtle or abstract.



Item: 2589MH0809229773
Authors: Edward Werz, Sally Germain
ISBN: 0809229773 **Store Price:** \$14.95 **Member Price:** \$13.46

THE POWER OF CULT BRANDING

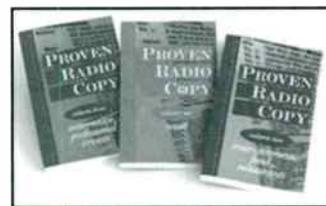
Written for advertisers, marketers, sales executives, and business owners who want to thrive in an increasingly competitive marketplace, *The Power of Cult Branding* is the ultimate guide to creating a loyal core of repeat customers and winning the positioning battle. Not all brands have the dash of edginess, the devoted fan base, or the niche positioning to be cult brands. But those that do tend to share similar characteristics that make them successful. Through meticulous research and scores of interviews Ragas and Bueno have uncovered the remarkable and oft-untold stories behind nine very successful cult brands and outline their discoveries in this compelling book.



Item: 2358PL0761536949
Authors: Matthew W. Ragas, BJ Bueno
ISBN: 0761536949 **Store Price:** \$24.95 **Member Price:** \$22.45

PROVEN RADIO COPY

Having a hard time coming up with creative copy for that big client? Grab *Proven Radio Copy*, turn to the category of your choice, and the answer is there! This three-volume set contains 650 proven advertising scripts in 100 categories that will save you time, money and eliminate writer's block-perfect for illustrating how copy should sound. Each volume is also available individually for \$77 (items 2433A, 2433B and 2433C) or save \$50 when you purchase the 3-volume set.



Volume One: Retail Apparel Stores: Topics include: Beauty Supplies, Bedding/Mattresses, Book Stores, Card/Gift Shops, Carpet/Floor Covering, Comic Book Stores, Computer Stores, Craft Stores, Department Stores, Clothing Stores, and more.

Volume Two: Entertainment/Food/Restaurants: Topics include: Arcades, Art Galleries, Bakery Bowling, Comedy Clubs, Deli/Sandwich/Coffee Shops, Diet Centers, Promotions, Nightclubs, Sponsored Promotions, Station Promotions and more.

Volume Three: Autos & Professional Services: Topics include: Accountants, Air Conditioning/Heating & Plumbing, Automotive Body Shops, Automotive Dealers, Automotive Parks & Accessories Automotive, Schools, Real Estate, and more.

3-Volume Set: Item: 2433 Store Price: \$181.00 Member Price: \$157.90

Volume 1: Item 2433A Store Price: \$77.00 Member Price: \$69.30

Volume 2: Item 2433B Store Price: \$77.00 Member Price: \$69.30

Volume 3: Item 2433C Store Price: \$77.00 Member Price: \$69.30

THE RADIO BOOK: STATION OPERATION MANUALS

The Radio Book: The Complete Station Operations Manuals are a compilation of the best authors and the best articles on running a Radio station. Each volume is also available individually for \$9.95 or save \$5 when you purchase all 3 volumes.



VOLUME ONE: Management & Sales Management: Covers how to turn a station around, new systems for training, how to pass an FCC inspection, digital technology, competing effectively in the face of change, systems for training plus much more.

VOLUME TWO: Programming and Promotion: Includes how to get the most out of your air talent, the elements of successful programming, ways to make your station sound better, killer promotion ideas, and how to critique your promotions.

VOLUME THREE: Sales & Marketing: Contains fresh ideas to help you make more money, mastering new business, how to put cash on the books, sales warfare, selling with research, strategy & tactics and copy that sells. Does it makes sense not to have this book?

3-Volume Set: Item: 2182 Store Price: \$24.97 Member Price: \$22.47

Volume 1: Item 2182A Store Price: \$9.95 Member Price: \$8.96

Volume 2: Item 2182B Store Price: \$9.95 Member Price: \$8.96

Volume 3: Item 2182C Store Price: \$9.95 Member Price: \$8.96

RADIO ADVERTISING 101.5

A STEP-BY-STEP GUIDE TO CREATING BETTER
RADIO ADVERTISING!

At last, here are the tools you'll need to write and produce effective, brand-building radio commercials in a fun-to-read book. Written by the award-winning founders of Radio Works, *Radio Advertising 101.5* puts it together for writers, producers, account people and clients who want to get the most out of their advertising message. Includes CD-rom of commercials.



Item: 2656

Authors: Bill West, Jim Conlan

ISBN: 0761536949 Store Price: \$19.95 Member Price: \$17.96

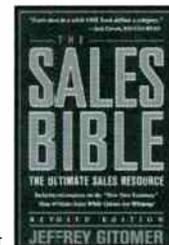
THE SALES BIBLE

Jeffrey Gitomer's bestselling guide to the art of the sale has helped hundreds of thousands of people get ahead in the sales game.

The Sales Bible offers the proven methods and techniques that lead to bigger sales and more loyal customers. Full of practical, hands-on information, it offers everything salespeople need to know to improve their results immediately.

"I'd be a better Catholic if only the Holy Bible was this easy of a read."

-Lance Cassidy, Sales Director, MAMSI Health Plans



Item: 2100JW0471456292

Author: Jeffrey Gitomer

ISBN: 0471456292 Store Price: \$19.95 Member Price: \$17.96

ADVERTISING • SALES • MARKETING

SECRETS OF TOP PERFORMING SALESPEOPLE

A No-Nonsense Coursebook on the Rules of Effective Selling—From the Top Ten-Percenters Who Profit From Those Rules Every Day.

This dynamic book reveals how average salespeople become exceptional by being responsive to and focused on the customer, both behaviorally and organizationally. *Secrets of Top-Performing Salespeople* reiterates that the customer is key and provides customer-based lessons and techniques based on up-to date studies and examples from hundreds of exceptional salespeople.

Item: 2508MH007142301X

Authors: Edward Del Gaizo, Selesté Lunsford, Mark Marone
ISBN: 007142301X Store Price: \$14.95 Member Price: \$13.45

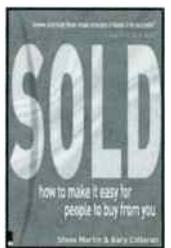


SOLD! HOW TO MAKE IT EASY FOR PEOPLE TO BUY FROM YOU

Salespeople fail because they make selling far more complicated than it has to be. In *SOLD!*, two of the world's leading sales trainers cut away the complexity, identifying effective selling principles that are proven to work. Whether you sell products, services or ideas, you'll learn how to create and maintain a high-value customer relationship that makes it easy for customers to buy. Discover practical new ways to identify what's valuable to your customer... and deliver it. And above all, learn powerhouse techniques for moving any customer from talk to action—from opportunity to sale.

Item: 2236NR0273675184

Authors: Steve Martin, Gary Colleran
ISBN: 0273675184 Store Price: \$14.95 Member Price: \$13.46



THE TARGETED AUDIENCE

The Targeted Audience is the essential guide to help you fight for your listeners and viewers. Discover how to strengthen your audience relationships to become less of a tourist stop and more of a community. Find out how to identify individuals before they are gone. Learn the ways to empower yourself with the same technologies that competitors are using to steal your audience and advertisers. Whether you are a broadcaster, agency, advertiser or student, *The Targeted Audience* is the one book you need to read to create the foundation for building audience relationships.

Item: 3878

Author: Dean Sakai
ISBN: 0893243221 Store Price: \$29.97 Member Price: \$26.97



TV COMMERCIALS: HOW TO MAKE THEM

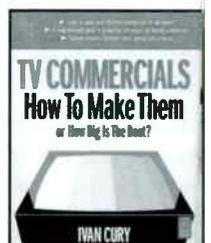
SAVE 20% OFF THE LIST PRICE OF \$39.95!

OR, HOW BIG IS THE BOAT?

Understanding how commercials are made is the key to doing it right. This descriptive book is a step-by-step guide on the mechanics of creating a commercial from a production perspective. Making commercials on all types of budgets is addressed. There is material describing the roles and dynamics of the key players: the producer/director, agency, and client. This book outlines the requirements of each group so that everyone can understand and appreciate each other's needs.

Item: 2207EL0240805925

Author: Ivan Cury
ISBN: 0240805925 Store Price: \$31.96 Member Price: \$31.96



WINNING THE PROFIT GAME

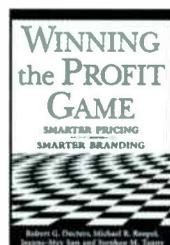
SMARTER PRICING, BETTER BRANDING

How to use pricing as a strategic tool to increase revenues and win the war for profit.

In *Winning the Profit Game*, the thought leaders at A. T. Kearney unveil a revolutionary new approach to establishing clear, strategic links between the top and bottom lines. No dry academic treatise, this book is a guide to growing profits, in boom times and bust, using smart top-line strategies that optimize price, costs, customer behavior, and volumes.

Item: 2241MH0071434720

Authors: Robert Docters, Michael Reopel, Jeanne-Mey Sun, Stephen Tanny
ISBN: 0071434720 Store Price: \$29.95 Member Price: \$26.96

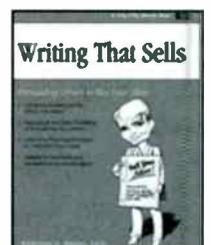


WRITING THAT SELLS: 50 MINUTE BOOK

Provides simple, yet effective techniques to get others to embrace your ideas. Includes self tests particularly effective in reinforcing the teaching points. When you adapt basic sales techniques in your everyday business writing, you can get your readers to do what you want. This book takes a fresh look at the purpose of most business writing, which is to sell ideas. A five-step model shows you how to grab your readers' attention and motivate them into action. Use the tips in this book not only to improve your writing, but to build strong relationships with your readers.

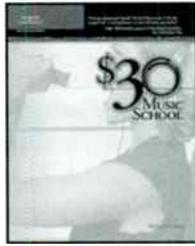
Item: 2388TC1560526742

Authors: Kathleen Begley, Debbie Woodbury, Ann Gosch, Genevieve Del Rosario, Ralph Mapson
ISBN: 1560526742 Store Price: \$13.95 Member Price: \$12.56



\$30 MUSIC SCHOOL

Do-it-Yourself recording, distribution, and promotion have made it easier than ever to make a living making music. Learn how to thrive in this new business model. *\$30 Music School* is for people who want to be musicians, not just look like musicians. It's all about cutting through the star-system garbage and getting to the heart of art, and making great music that can reach the world on no budget. No matter what type of music moves you—rock, Alternative, Metal, Punk, Hip Hop, Country, Jazz or Salsa—you can take this book and put it to work for you.



Item: 2382TC1592001718
Author: Michael Dean
ISBN: 1592001718 **Store Price:** \$30.00 **Member Price:** \$27.00

5.1 CHANNEL SURROUND SOUND

SAVE 30% OFF THE LIST PRICE OF \$47.95!

5.1 Surround Sound: Up and Running offers a wealth of practical information for recording engineers. It examines such topics as loudspeakers, room acoustics, bass management, as well as a variety of available microphone and recording techniques and tips for postproduction. A thorough study of distribution formats, including an overview of existing and emerging media, and the psychoacoustics of multichannel sound complete this book.



Item: 2052
Author: Tomlinson Holman
ISBN: 0240803833 **Store Price:** \$33.57 **Member Price:** \$33.57

ACID PRO 5 POWER!

SAVE 15% OFF THE LIST PRICE OF \$34.99!

This book makes it easier than ever for you to create amazing audio on the PC. You'll learn to master ACID's features, record audio and MIDI tracks, burn songs to redistribute on CD or over the internet, and add music to video. The easy-to-understand, thorough approach of this official Sony guide will smoothly lead you through this application.



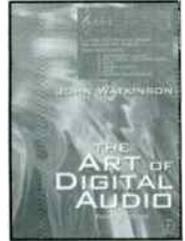
For more Acid titles, refer to the Video Sound section or view online at www.nabstore.com, keyword ACID.

Item: 2465TC159200329X
Author: D. Eric Franks
ISBN: 159200329X **Store Price:** \$29.74 **Member Price:** \$29.74

THE ART OF DIGITAL AUDIO

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Whether you are in the field of audio engineering, sound recording, music technology, broadcasting and communications media or audio design and installation, this book has it all. Written by a leading international audio specialist, who conducts professional seminars and workshops around the world, the book has been road tested for many years by professional seminar attendees and students to ensure their needs are taken into account, and all the right information is covered.

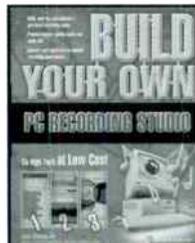


Item: 2148EL0240515870
Author: John Watkinson
ISBN: 0240515870 **Store Price:** \$71.96 **Member Price:** \$71.96

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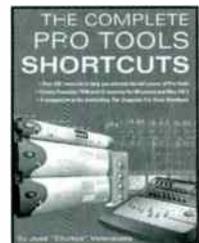


Item: 2848MH0072229047
Author: John Chappell
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Item: 2364BB0879308079
Author: Jose Chilitos Valenzuela
ISBN: 0879308079 **Store Price:** \$16.96 **Member Price:** \$16.96

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DIGITAL AUDIO BROADCASTING

The book explains the basic concepts of DAB Digital Radio including audio processing, data transmission and modulation schemes and how the system can be implemented and operated. Combining the expertise of about 20 leading experts in the field, this fully updated new edition introduces the recent international standards, applications and the technical issues of the Eureka 147 DAB system, which is now on the way to become a worldwide solution.

Item: 2727JW0470850132

Authors: Wolfgang Hoeg, Thomas Lauterbach

ISBN: 0470850132 **Store Price:** \$98.00 **Member Price:** \$88.20



DIGITAL AUDIO WORKSTATION

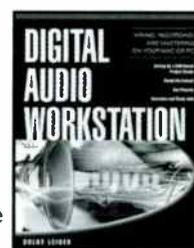
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The *Digital Audio Workstation Studio*, by renowned digital music expert Colby Leider, is the first book to teach the complete DAW process, from outfitting your computer with the necessary hardware and software, recording with the proper microphones, using DAW power to create perfectly modulated mixes, to finally mastering down into a completely professional finished product. With this book, a computer, and a little imagination, any musician can create utterly professional music CDs, DVDs, or streamed audio.

Item: 2064MH0071422862

Author: Colby Leider

ISBN: 0071422862 **Store Price:** \$31.96 **Member Price:** \$31.96



GUERRILLA HOME RECORDING

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This easy-to-use book details an all-new approach to the art and science of recording for musicians who didn't attend engineering school and who don't own pricey recording gear. It discusses techniques - from standard to creative and unusual - that allow musicians to create professional-quality recordings using minimal tools; teaches readers everything they need to know to produce a great-sounding CD; and exposes some common misconceptions that have frustrated recording musicians for decades.

Item: 2633CP0879308346

Author: Karl Coryat

ISBN: 0879308346 **Store Price:** \$19.51 **Member Price:** \$19.51



HOW TO BUILD A SMALL BUDGET RECORDING STUDIO FROM SCRATCH

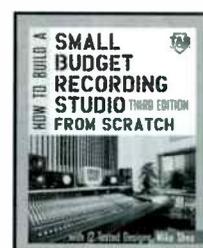
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Item: 2928

Author: Michael Shea

ISBN: 0071387005 **Store Price:** \$19.96 **Member Price:** \$19.96



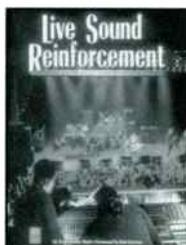
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In a one-of-a-kind combined package, this amazingly comprehensive book and DVD guide you through the ins and outs of sound system components, setups, mixing, and troubleshooting, as well as principles and concepts fundamental to live sound reinforcement. It is packed with the easy-to-understand, practical information you need to operate your PA system with professional skill and expertise! The instructional DVD provides nearly three hours of unprecedented production quality and detailed graphics.

Item: 2037TC1592006914

Authors: Scott Hunter Stark, BCI Media

ISBN: 1592006914 **Store Price:** \$49.99 **Member Price:** \$44.99



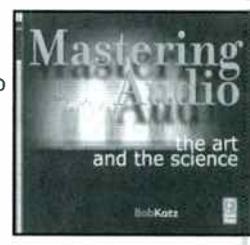
MASTERING AUDIO

Mastering Audio explains leading-edge audio concepts in an easy-to-grasp, holistic manner, including an ear-opening investigation of the mysteries of jitter, dither and wordlengths, high sample rates, distortion, headroom, monitor calibration, metering, depth perception, compression and expansion, equipment interconnection and much more. *Mastering Audio* is for everyone who wants to increase their mastery of digital and analog audio: musicians, producers, A&R, mastering, recording and mixing engineers, and students.

Item: 2740

Author: Bob Katz

ISBN: 0240805453 **Store Price:** \$39.99 **Member Price:** \$35.99



MASTER HANDBOOK OF AUDIO PRODUCTION

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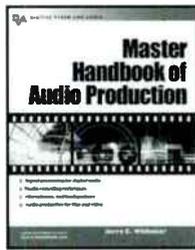
This comprehensive guide to today's professional audio is brought to you from one of the leading writers in audio engineering—Jerry C. Whitaker.

Covering the full range of modern audio techniques – from digital sound recording in the studio to sound for digital video and film – this book details essential equipment, recording equipment, and digital signal-processing techniques. Readers can learn how to select microphones and loud speakers, produce sound for video and film, make high-quality studio recordings, and discover new audio design tools.

Item: 2077

Author: Jerry C. Whitaker

ISBN: 0071408762 Store Price: \$31.96 Member Price: \$31.96



PRINCIPLES OF DIGITAL AUDIO

Digital audio's pre-eminent book for over a decade has been completely updated to reflect the current state of digital art. Famed digital guru Ken Pohlmann offers a wealth of new material focusing on digital audio formats (DVD audio, MP3, WMA), compression techniques (particularly MPEG-7), and PC-based desktop audio – while retaining the clear, insightful coverage of fundamentals that has made this book a classic.

Item: 2276MH0071441565

Author: Ken C. Pohlmann

ISBN: 0071441565 Store Price: \$59.95 Member Price: \$53.96



PRO TOOLS DESK REFERENCE FOR DUMMIES

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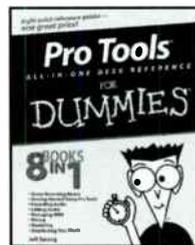
YOUR ONE-STOP GUIDE TO PRODUCING PROFESSIONAL MUSIC RECORDINGS AT HOME

Pro Tools lets serious and hobby musicians create recordings that rival big label CDs. And if you're going to invest in a Pro Tools setup, you want to get the most out of it. So keep this reference handy! It has the scoop on hardware, software, techniques, mixing and mastering, and even marketing your music.

Item: 2042JW0764557149

Author: Jeff Strong

ISBN: 0764557149 Store Price: \$25.49 Member Price: \$25.49



PRO TOOLS FOR MUSIC PRODUCTION

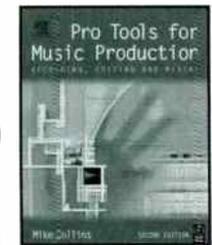
SAVE 20% OFF THE LIST PRICE OF \$44.95!

Pro Tools for Music Production is a definitive guide to the system for new and professional users. Extensively illustrated in color and packed with time saving hints and tips, you will want to keep to hand as a constant source of information. The book takes a real-world approach and shows how to build the right system to suit your needs. Detailed chapters on recording, editing and mixing blend essential knowledge with tutorials and practical examples from actual recordings.

Item: 2775EL0240519434

Author: Mike Collins

ISBN: 0240519434 Store Price: \$35.96 Member Price: \$35.96



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VISUAL QUICKSTART GUIDE

Through task-based, step-by-step instructions peppered with plenty of visual aids, this volume shows you how to make multitrack audio recordings with Pro Tools 6. Along the way you'll learn about the basics of automation, MIDI sequencing, and file management in Pro Tools as well as how to set up and use several mid-level Digidesign hardware systems. Beginning users will find all they need to begin creating audio masterworks, and pros will discover a valuable quick reference to their tool of choice.

Item: 2201PP0321213157

Author: Steven Roback

ISBN: 0321213157 Store Price: \$19.79 Member Price: \$19.79



PRO TOOLS BIBLE

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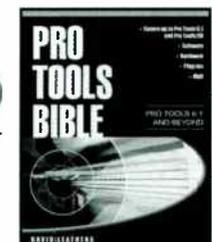
Perfect for the hobbyist – yet detailed enough for the working recording engineer – *Pro Tools Bible* serves as a comprehensive tutorial, instructing you step-by-step in clear, easy-to-understand language. You'll gain a deep understanding of how Pro Tools works, including:

- Pro Tools and Pro Tools HD
- Software, hardware, plug-ins, and Midi
- Audio recording for music, films, and games
- Home recording, editing, and mixing
- Professional quality post-production
- And much, much more!

Item: 2178MH0071412344

Author: David Leathers

ISBN: 0071412344 Store Price: \$31.96 Member Price: \$31.96



AUDIO • STUDIO

RECORDING STUDIO TECHNOLOGY

Recording Studio Technology, Maintenance, and Repairs offers unbeatable guidance – from electronics basics to fine-tuning equipment. Its the one reference no recording studio should be without. Written by a recording studio service pro, this illustration-packed guide shows you how speakers, microphones, mixing boards, amplifiers, meters, oscilloscopes, and all major pieces and types of recording equipment work. The fully illustrated instructions demonstrate every step in maintenance, troubleshooting, and repair – even those all-important (and often missing) mid-repair processes.

Item: 2887MH0071427260

Author: Tom McCartney

ISBN: 0071427260 Store Price: \$29.95 Member Price: \$26.95



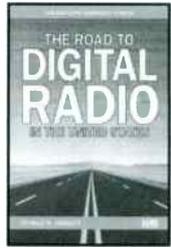
THE ROAD TO DIGITAL RADIO IN THE U.S.

This book offers a management level overview of where things stand with digital audio broadcasting in the U.S. following the FCC's authorization to allow digital radio transmission in October 2002. Local (terrestrial) radio stations are the last broadcast media to transition to digital transmission technology. Radio industry commitments to convert and the availability of digital radio technology to facilitate digital radio are at an infancy stage. This book will examine the experiences of early adopters during the first year, highlight developments that occurred and reveal first-hand perspectives of broadcasters, manufacturers and industry players as the transition begins.

Item: 3207NB0893243604

Author: Don Lockett

ISBN: 0893243604 Store Price: \$54.95 Member Price: \$49.46



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Rip, Mix, and Burn in 10 Minutes or Less serves up quick solutions for all the music moves you want to make on your Mac: downloading tunes, creating your own mixes, burning CDs, giving your iPod a workout, streaming your music online, making sound effects, adding sound tracks to videos and still photos, and much more. It even shows you how to perform simple sound editing and enhancement in record time! Just look up what you want to do in the extensive table of contents, and go right to the bite-size, 2- or 3-page instructions.

Item: 2256MH007143190X

Authors: Nate Tschetter, Sam Molineaux

ISBN: 007143190X Store Price: \$19.96 Member Price: \$19.96



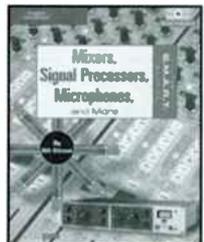
THE S.M.A.R.T. GUIDE TO MIXERS, SIGNAL PROCESSORS, MICROPHONES, AND MORE

"The S.M.A.R.T. Guides" by Bill Gibson cover the fundamentals of Serious Music and Audio Recording Techniques. This series of comprehensive guides offers an up-to-date education on classic and modern techniques for professional audio production. *The S.M.A.R.T. Guide to Mixers, Signal Processors, Microphones, and More* covers the essential ingredients in audio recording and includes an impressive DVD with more than 100 video and audio demonstrations.

Item: 2418TC1592006949

Author: Bill A. Gibson

ISBN: 1592006949 Store Price: \$39.99 Member Price: \$35.99



S.M.A.R.T. GUIDE TO RECORDING GREAT AUDIO TRACKS IN A SMALL STUDIO

Derived from the well-known, bestselling series, The AudioPro Home Recording Course Volumes One-Three, this is the second out of a series of six books and specifically covers how to make great tracks in a small studio. Up-to-date and comprehensive, this book details how to take a small room and create an excellent sounding recording space. Readers are then guided through in-depth instruction on using that acoustically enhanced space to record guitars, bass, piano, keyboards, vocals, drums, horns and more.

Item: 2698TC1592006957

Author: Bill A. Gibson

ISBN: 1592006957 Store Price: \$39.99 Member Price: \$35.99



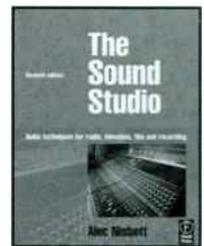
THE SOUND STUDIO

Now in its seventh edition, *The Sound Studio* has been thoroughly revised to encompass the rapidly expanding range of possibilities offered by today's digital equipment. It now covers: the virtual studio; 5.1 surround sound; hard drive mixers and multichannel recorders; DVD and CD-RW. *The Sound Studio* is intended for anyone with a creative or technical interest in sound - for radio, television, film and music recording - but has particularly strong coverage of audio in broadcasting, reflecting the author's prolific career.

Item: 2143EL0240519116

Author: Alec Nisbett

ISBN: 0240519116 Store Price: \$54.95 Member Price: \$49.46



BROADCAST ENGINEERING

NAB ENGINEERING HANDBOOK 9TH EDITION

The NAB Engineering Handbook covers every aspect of broadcast engineering in one volume. This most recent updated text is an objective, referenced work of approximately 100 articles organized in 10 major sections, each written by industry experts on the subject. It reflects all the revolutionary changes in broadcast engineering, media, systems, and components.



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- Electromagnetic Spectrum
- Frequency Allocations
- FCC Organization and Administrative Practices
- FCC Compliance
- Frequency Coordination
- Distance and Bearing
- Calculations
- Broadcast Related Organizations
- Digital Audio
- NTSC
- Worldwide Conventional TV
- Digital TV Terrestrial
- Transmission
- EAS

BROADCAST TOWERS

- Radio Wave Propagation
- Design, Erection & Maintenance
- Lightning Protection
- Coaxial Transmission Lines

AUDIO PRODUCTION

- Planning a Production Center
- Acoustics
- Microphones
- Recording
- Studio Equipment
- Station Automation and Networking
- Digital Audio Compression
- Transmission Audio

Processing

- Remote News & Production
- Telephone Network Interfacing
- Common Carrier Audio Program Services

RADIO TRANSMISSION

- AM Transmitters
- AM Stereo
- FM Transmitters
- FM Stereo and SCAs
- STLs
- Radio Broadcast Data System
- Transmission Control and Monitoring
- AM Broadcast Antennas
- AM Antenna Coupling and Phasing
- Computer Simulation of Radio Antenna Systems
- Maintenance of AM Broadcast Antenna Systems
- FM Broadcast Antennas
- FM Combining Systems
- FM Translators and Boosters
- AM and FM Field Strength Measurements

VIDEO PRODUCTION

- Planning a Production Center
- Light, Vision and Photometry
- Pickup Devices and Systems
- Signal Switching, Timing and Distribution

- Magnetic and Optical Recording Media
- Compression
- Recording Principles
- Server Storage
- Special Effects
- Station Automation and Networking
- Intercom and IFB
- Weather Radar
- Closed Captioning and Extended Services
- Film for TV
- Camera Robotics
- Lighting
- Remote Production
- Production for DTV

TV TRANSMISSION

- Microwave and STL Transmitters
- Multichannel TV Sound
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- Transmission System Control and Monitoring
- Waveguide
- Dplexers, Combiners, and Filters
- Antennas
- Field Strength Measurement
- Fiber Optic Transmission
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- Analog Audio Signal Analysis
- Video Signal Analysis
- Radio Frequency Signal Analysis

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- Grounding Practices
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- Managing a Technical Facility
- Documentation
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- Frequency Fields
- Electrical Shock
- Tower Safety, Fall Arrest and OSHA
- Disaster Recovery

Item: 3879

Author: Jerry Whitaker

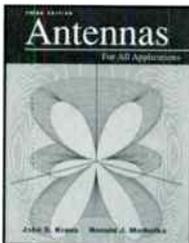
ISBN: 0893242586

Store Price: \$149.95

Member Price: \$134.96

ANTENNAS

This is an exciting revision of John Kraus' classic book *Antennas*, which has been long known as the "Antenna Bible". A new co-author, Ronald Marhefka has joined the author team for this revision. Many new, modern applications have been added-thus the title change to *Antennas with All Applications*. As well, the references have been updated to include recent additions to the literature. Additionally, the book has been reorganized to make it more user-friendly for both students and professionals. The book now covers the fundamentals of various antennas and concepts in the first half of the book and then gets into more details on those same topics later in the book.



Item: 2118

Authors: John Daniel Kraus, Ronald J. Marhefka

ISBN: 0072321032 Store Price: \$158.12 Member Price: \$142.31

ANTENNA THEORY

The discipline of antenna theory has experienced vast technological changes. In response, Constantine Balanis has updated his classic text, *Antenna Theory*, offering the most recent look at all the necessary topics. New material includes smart antennas and fractal antennas, along with the latest applications in wireless communications. Multimedia material on an accompanying CD presents PowerPoint viewgraphs of lecture notes, interactive review questions, Java animations and applets, and MATLAB features. It is a benchmark text for mastering the latest theory in the subject and for better understanding the technological applications.

Item: 2141JW047166782X

Author: Constantine A. Balanis

ISBN: 047166782X Store Price: \$115.00 Member Price: \$103.50

BROADCAST ENGINEERING

THE AUDIO ENGINEER'S REFERENCE BOOK

The Audio Engineer's Reference Book is an authoritative volume on all aspects of audio engineering and technology including basic mathematics and formulae, acoustics and psychoacoustics, microphones, loudspeakers and studio installations. The content is concise and accurate, providing quick and easy access to everything you will need to know, from basic formulae to practical explanations and operational detail.



Item: 2719

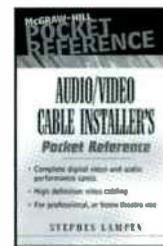
Author: Michael Talbot-Smith

ISBN: 0240516850 Store Price: \$94.95 Member Price: \$85.46

AUDIO/VIDEO CABLE INSTALLER'S POCKET GUIDE

SAVE 20% OFF THE LIST PRICE OF \$29.95!

Put complete performance specifications for analog and digital audio and video installations – from professional recording studios to living room theatres – in the palm of your hand! *Audio/Video Cable Installer's Pocket Guide* packs over 200 illustrations that clarify all the methods, procedures, and tools you need to successfully tackle even the most complex installation job. Great for everyone from home enthusiasts to professional engineers and technicians.



Item: 2099

Authors: Stephen H. Lampen, Steve Chapman

ISBN: 0071386211 Store Price: \$23.96 Member Price: \$23.96

BASIC TV TECHNOLOGY DIGITAL AND ANALOG

Basic TV Technology 4th edition is the essential basic guide to the fundamentals underlying all television and video systems, written for students and non-technical professionals. You don't need to have a math or science background in order to understand this explanation of how the principal pieces of equipment work, what their functions are, and how they are integrated to form a complex video system. An understanding of this material will be necessary for you to succeed in the real world, where one person often has to perform many different roles and functions within a production.



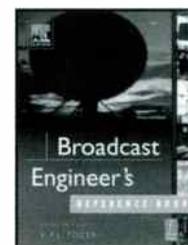
Item: 2063EL0240807170

Author: Robert L Hartwig

ISBN: 0240807170 Store Price: \$29.95 Member Price: \$26.96

BROADCAST ENGINEER'S REFERENCE BOOK

Compiled by leading international experts, this authoritative reference work covers every aspect of broadcast technology from camera to transmitter - encompassing subjects from analogue techniques to the latest digital compression and interactive technologies in a single source. Written with a minimum of maths, the book provides detailed coverage and quick access to key technologies, standards and practices. This global work will become your number one resource whether you are from an audio, video, communications or computing background.



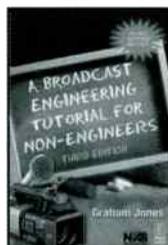
Item: 2099EL0240519086

Author: EPJ Tozer

ISBN: 0240519086 Store Price: \$150.00 Member Price: \$135.00

A BROADCAST ENGINEERING TUTORIAL FOR NON-ENGINEERS

NEW EDITION! This new edition of NAB's *A Broadcast Engineering Tutorial for Non-Engineers*, "the bible" for new hires and others in the field, builds on what worked in the previous edition while adding new standards and defining the emerging digital technologies that are revolutionizing the field. This book is a must have for anyone that has any contact with the field of broadcast engineering. It provides a general understanding of broadcast engineering issues and describes the engineering aspects of all broadcast facilities.



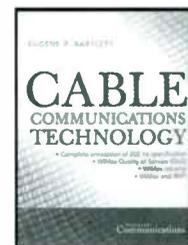
Item: 3848NB0240807006

Author: Graham Jones

ISBN: 0240807006 Store Price: \$34.95 Member Price: \$31.46

CABLE COMMUNICATIONS TECHNOLOGY

NEW EDITION! The rise of cable broadband and the potential for cable-carried voice-over IP (Internet Protocol) is driving dynamic growth in the cable industry – along with the training of engineers and technicians to manage it. This is a reference and textbook for engineers, technicians, and two-year tech school students explaining the fundamentals of coaxial cable technology, digital signal processing techniques, cable modems and voice-over IP technology. Formerly the *Cable Television Handbook*.



Item: 2020MH007145781X

Author: Eugene R. Bartlett

ISBN: 007145781X Store Price: \$69.95 Member Price: \$62.96

BROADCAST ENGINEERING

THE CALIBUG

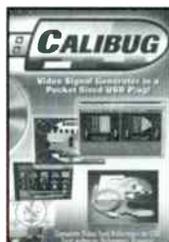
USB VIDEO CALIBRATOR &
MULTIMEDIA TEST/REFERENCE TOOL

Designed with input from a team of Video Professionals including a former TV station Chief Engineer, and a multimedia producer, the *Calibug* is a complete set of video reference tools, measurement aids, video and audio tests, and multimedia content designed to help you tune your NTSC composite video system to its full potential. All this, plus the convenience of having a device that clips onto your belt or slides into your pocket to take anywhere! In today's PC to video convergence world, this unique tool can be a lifesaver! Available in both PAL and NTSC Versions, please specify when ordering.

Item: 1103

Author: ItWorks Media

Store Price: \$99.95 Member Price: \$89.96



CONTENT PRODUCTION TECHNOLOGIES

A resource that all broadcast engineers, systems integrators and engineers for equipment manufacturers will find invaluable. With the increase in circulation of multimedia content globally via the internet it has led to the need for reuse of content stored in archives; the utilization of newly stored materials; partially finished broadcasting programs and finished content. This book proposes to show solutions to these numerous content issues. It will discuss large scale archives for significant content and a retrieval method for large scale archives and remote editing.

Item: 2023JW0470865210

Authors: Fumio Hasegawa (Editor), Harou Hiki (Editor)

ISBN: 0470865210 Store Price: \$120.00 Member Price: \$108.00



DATA BROADCASTING

SAVE \$10 OFF THE LIST PRICE OF \$65.00!

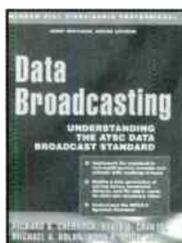
UNDERSTANDING THE ATSC DATA BROADCAST
STANDARD

Aimed at engineers, technicians, and managers in TV, video, broadcast, telecommunications, and networking, this book closes the gap between broadcast and data communications. It's the first in-depth look at practical applications of a standard that's going to change the entire broadcast industry in a heartbeat. It is, in short, essential.

Item: 2010G

Authors: Richard S. Chernock, Regis Crinon, Michael A. Dolan

ISBN: 0071375902 Store Price: \$55.00 Member Price: \$55.00



DIGITAL ASSET MANAGEMENT

This book explains the potential for applying asset management systems to content creation models for distribution over a variety of outlets and the benefits gained from increased efficiency and lowering of costs. Taking an unbiased view and focusing on core principles rather than specific systems, David Austerberry presents the business case for digital asset management systems, demystifies some assumptions regarding the technology and provides a thorough introduction to the system components required, such as indexing, searching, middleware, database and rights management and web portals.

Item: 2261EL0240519248

Author: David Austerberry

ISBN: 0240519248 Store Price: \$49.95 Member Price: \$44.96



DIGITAL RIGHTS MANAGEMENT

Digital rights management (DRM) is a set of business models and technologies that allows media companies to protect their intellectual property – and profit in the online world. Co-written by DRM pioneer William Rosenblatt, this lucid primer outlines the state of DRM today for media executives and IT decision-makers, covering business models (such as subscriptions), core technologies (watermarking, encryption, authentication), standards (such as XrML), vendors, and more.

Item: 2468MT0764548891

Authors: William Rosenblatt, William Trippe, Stephen Mooney

ISBN: 0764548891 Store Price: \$29.99 Member Price: \$26.99



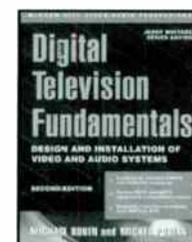
DIGITAL TELEVISION FUNDAMENTALS

Plain-talking intro to television's newest technology. *Digital Television Fundamentals, Second Edition*, by Michael Robin and Michel Poulin, is the ideal guide for everyone who deals with digital video production or equipment design - or who just wants to know how this new phenomenon works. Fully detailed and heavily illustrated, this easy-reading reference covers it all—from video and audio fundamentals...to bit-serial distribution and ancillary data multiplexing...to digital signal compression and distribution methods of coding and decoding.

Item: 2467

Authors: Michael Robin, Michel Poulin

ISBN: 0071355812 Store Price: \$75.00 Member Price: \$67.50



BROADCAST ENGINEERING

DTV HANDBOOK

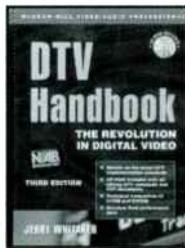
SAVE 25% OFF THE LIST PRICE OF \$99.95!

This engineering-level guide to the ATSC DTV standard and its impact on the television broadcast industry is loaded with examples, detailed diagrams and schematic. It's a tutorial for all ATSC and SMPTE standards and FCC regulations guiding DTV licensing and applications. This timely edition explores the implications of datacasting and interactive television...harmonizing DTV with the European DVB system...and the bristling controversy over the ATSC standard's suitability for urban broadcast.

Item: 3875

Author: Jerry Whitaker

ISBN: 0071371702 Store Price: \$74.96 Member Price: \$74.96



DTV SURVIVAL GUIDE

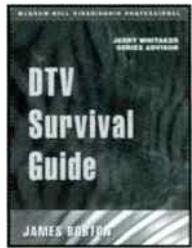
SAVE 20% OFF THE LIST PRICE OF \$65.00!

If you want to cut through the rampant hyperbole of digital television, and capitalize on the field's real technical opportunities, *DTV Survival Guide's* informed, point-by-point analysis of facts vs. falsehoods is a real lifesaver. Written by Jim Boston, a digital TV expert and frequent contributor to [Broadcast Engineering Magazine](#), this no-nonsense book is just what you need to overcome the misconceptions. It's packed with the make-or-break information you need to smoothly handle the federally mandated transition from analog to digital broadcasting, in the best interest of your company—and your career.

Item: 2716

Author: Jim Boston

ISBN: 0071350616 Store Price: \$52.00 Member Price: \$52.00



DIGITAL VIDEO ELECTRONICS

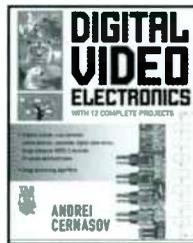
WITH 12 COMPLETE PROJECTS

This richly illustrated project book provides "fast-track" training for hobbyists and technicians wishing to build and design digital video equipment. Using an easy-to-learn 'building block' approach that starts with function blocks, then converts them to schematic, and finally design flowcharts, the book allows even novices to build complex video devices. 12 complete projects are included and can be customized for use in the reader's own designs.

Item: 2255MH0071437150

Author: Andrei Cernasov

ISBN: 0071437150 Store Price: \$29.95 Member Price: \$26.96



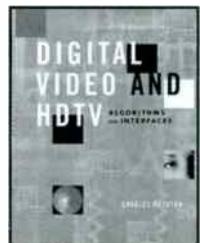
DIGITAL VIDEO AND HDTV ALGORITHMS AND INTERFACES

Digital Video and HDTV Algorithms and Interfaces covers the theory and engineering of digital video systems in a manner that is equally accessible to video engineers and computer graphics practitioners. It provides succinct and accurate treatment of standard-definition television (SDTV), high-definition television (HDTV), and compression systems. Includes hundreds of high quality technical illustrations.

Item: 2955

Author: Charles Poynton

ISBN: 1558607927 Store Price: \$59.94 Member Price: \$53.95



DIGITAL VIDEO QUALITY

VISION MODELS AND QUALITY METRICS FOR IMAGE PROCESSING

Digital Video Quality is essential reading for video professionals and technical managers working in the multimedia and telecommunications industries. It provides an invaluable resource for engineers designing or implementing video compression and transmission systems. Many engineers are familiar with the image/video processing; transmission networks side of things but not with the perceptual aspects pertaining to quality. The book first introduces the concepts of human vision and visual quality.

Item: 2027JW0470024046

Author: Stefan Winkler

ISBN: 0470024046 Store Price: \$110.00 Member Price: \$99.00



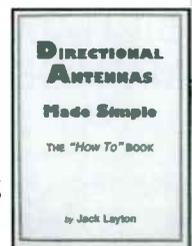
DIRECTIONAL ANTENNAS MADE SIMPLE

This is a hands-on, how-to book on AM directional antennas systems. The author walks the reader through a six-chapter tour of the subject beginning with the basics of vertical radiators and ending with an explanation of the intricacies of maintaining and troubleshooting complex directional antenna systems. You'll also be introduced to the details of adjusting DA systems, making field strength measurements associated with them and interpreting the measurement results.

Item: 2127

Author: Jack Layton

ASIN: B0006R18C6 Store Price: \$49.95 Member Price: \$44.96



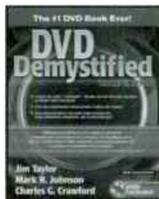
DVD Demystified (3rd Edition)

DVD Demystified has served as DVD's bible since the format first shipped in 1997. Demystifying not only basic technology issues but detailing production and authoring processes, making sense out of the plethora of battling video, audio, and data formats, and clearly explaining how DVD standards and specs dovetail or clash with related digital media standards. Since then, author Jim Taylor has become DVD's most visible guru, now President of the DVD Association, author of the internet DVD FAQ, and profiled by E!Online and DVD Report. This third edition will be almost completely rewritten to cover the major technology, format, and standard changes of the past three years, and will once again include a DVD designed to show the extreme limits of performance of this dynamic technology.

Item: 2466MH0071423966

Author: Jim Taylor

ISBN: 0071350268 Store Price: \$49.95 Member Price: \$44.96



FILE INTERCHANGE HANDBOOK

FOR PROFESSIONAL IMAGES, AUDIO AND METADATA

The File Interchange Handbook is a must-have reference for every film and video professional moving to computer based production and distribution. It is the only book that gives a complete scrutiny and breakdown of all file formats for the transfer of images, sound and metadata. Geared to a global audience, this text will get you the information that you need to learn this brand-new technology. Upcoming industry trends are mapped out alongside technology standards in this complete guide.

Item: 2546EL0240806050

Author: Brad Gilmer

ISBN: 0240806050 Store Price: \$59.95 Member Price: \$53.96



HOW VIDEO WORKS

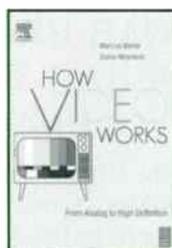
Most used book by professionals in broadcast and post production video departments in the entertainment industry!

How Video Works (formerly *Videotape Theory & Operations*) offers to the working video professional or student a complete and thorough guide to understanding how the analog and digital broadcast video signal is captured, recorded, transmitted, and broadcast, and the equipment that supports that process. Written in an easy to understand style, this book has been a bible for professionals in the video world since 1985. Update your library with this new version of an industry standard.

Item: 2586EL024080614X

Author: Diana Weynand

ISBN: 024080614X Store Price: \$39.95 Member Price: \$35.96



INTERACTIVE TV STANDARDS

A practical, real-world introduction to the technical elements of the OCAP and MHP standards. Two DVB insiders teach you which elements of the standards that are needed for digital TV, highlight those elements that are not needed, and explain the special requirements that MHP places on implementations of these standards. By detailing how a team can develop products for both the OCAP and MHP markets, *Interactive TV Standards* teaches you how to leverage your experience with one of these standards into the skills and knowledge needed to work with the critical, related standards.

Item: 2482EL0240806662

Authors: Steven Morris, Anthony Smith-Chaigneau

ISBN: 0240806662 Store Price: \$69.95 Member Price: \$62.96



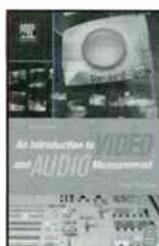
AN INTRODUCTION TO VIDEO AND AUDIO MEASUREMENT

NEW EDITION! What do we measure and why? Peter Hodges explains the answer to this question in approachable language and with clear illustrations. Newcomers to the video industry, as well as those already established, will find this uniquely readable guide to the basics of a complex subject. Building on the success of the two previous editions of this popular title and covering both analog and digital video, the third edition includes new sections on audio measurement, high definition video, and innovative techniques of test and measurement.

Item: 2648EL0240806212

Author: Peter Hodges

ISBN: 0240806212 Store Price: \$39.95 Member Price: \$35.96



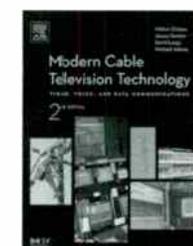
MODERN CABLE TELEVISION TECHNOLOGY

NEW EDITION! Intended as a day-to-day reference for cable engineers, this book illuminates all the technologies involved in building and maintaining a cable system. It provides in-depth coverage of high speed data transmission, home networking, IP-based voice, optical dense wavelength division multiplexing, new video compression techniques, integrated voice/video/data transport, and much more.

Item: 2660EL1558608281

Authors: James Farmer, David Large, Walter S. Ciciora

ISBN: 1558608281 Store Price: \$84.95 Member Price: \$76.46



BROADCAST ENGINEERING

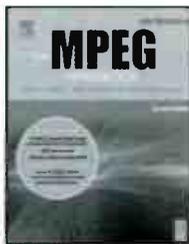
THE MPEG HANDBOOK



A complete, professional 'bible' on all aspects of audio and video compression using MPEG technology, including the MPEG-4 standard and, in this second edition,

H-264. The clarity of explanation and depth of technical detail combine to make this book an essential and definitive reference work. *The MPEG Handbook* is both a theoretical and practical treatment of the subject. Fundamental knowledge is provided alongside practical guidance on how to avoid pitfalls and poor quality.

For more titles on MPEG, see our Video Compression section or view online keyword: MPEG



Item: 2761EL024080578X

Author: John Watkinson

ISBN: 024080578X **Store Price:** \$64.95 **Member Price:** \$58.46

NAB GUIDE FOR BROADCAST STATION CHIEF ENGINEERS

Designed to help engineers understand their role in the FCC's new Emergency Alert System (EAS), *The Guide* covers maintenance, monitoring and record keeping requirements for all types of stations—even those that are operating unattended. Written by Harold Hallikainen, a noted author on broadcast technical issues, this book is full of current information and rich historical data that explains how and why the FCC rules have evolved to where they are today. *The Guide* provides sample instruction sheets and logs for recording station operating parameters.



Item: 3838

Author: Harold Hallikainen

ISBN: 0893242578 **Store Price:** \$45.00 **Member Price:** \$40.50

NAB BROADCAST AND AUDIO TEST CD VOLUME 2

This CD ROM Contains all of the test signals on the first volume, plus additional signals. Are you looking for ways to ensure quality performance of your broadcast audio systems, complete non-routine system checks, or troubleshooting specific elements of your audio system equipment? *The NAB Broadcast and Audio System Test CD-Vol. II* gives you more flexibility than the original, with 11 additional test categories, and 68 individual tracks. Included is a comprehensive, clearly written technical manual that describes each of the test tracks.



Item: 2007

Store Price: \$30.00 **Member Price:** \$27.00

NAB2006 BROADCAST ENGINEERING CONFERENCE PROCEEDINGS

NAB's Proceedings includes papers from around the world addressing the latest technologies and issues facing the industry. This volume is a valuable reference reflecting the present state of technology in the broadcast industry. The book includes a fully searchable CD-ROM of all the papers contained in the book. The CD-ROM is also available for individual purchase. Please specify version when ordering.

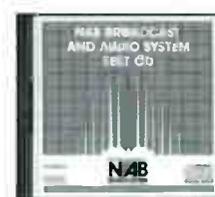


Book & CD Item: 3105NB08932438 **Price:** \$125.00

CD Only Item: 3105CD08932438 **Price:** \$85.00

NAB BROADCAST AND AUDIO TEST CD VOLUME 1

The NAB Broadcast and Audio System Test CD-Vol. I contains 24 test signal categories useful for broadcast and audio engineers. In addition to audio tones for frequency response and harmonic distortion measurement, the NAB Test CD-Vol. I provides certain specialized signals such as EBS/DTMF tones and VU/PPM meter calibration signals for the Institute of Electrical and Electronics Engineers (IEEE) standard. Each CD package includes a comprehensive clearly written technical manual that describes each of the test tracks.



Item: 2005

Store Price: \$19.99 **Member Price:** \$17.99

NEWNES GUIDE TO DIGITAL TELEVISION

Newnes Guide to Digital Television provides a down-to-earth guide to all aspects of digital TV, encompassing the electronics of the equipment, broadcast applications, installations and servicing, and the different transmission methods—terrestrial, satellite and cable. The book introduces the basic theory of digital technology and demystifies the world of MPEG-2. It also covers the process of broadcast from camera to transmitter, the workings of the receiver from antenna to tube, and the technology of encryption and the set-top box.



Item: 2050a

Author: Richard Brice

ISBN: 0750657219 **Store Price:** \$39.99 **Member Price:** \$35.99

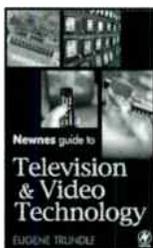
NEWNES GUIDE TO TELEVISION AND VIDEO TECHNOLOGY

The third edition of the *Newnes Guide to Television & Video Technology* is the definitive guide to analogue and digital TV technology. Eugene Trundle explores the fundamentals of Digital TV (satellite, cable and terrestrial) and Digital Video, as well as providing a thorough grounding in analogue systems. *Newnes Guide to Television & Video Technology* is essential reading for service engineers and electronic servicing students, and provides an ideal foundation text for the relevant units of City & Guilds 2240, NVQs and the new City & Guilds Progression Awards (6958).

Item: 2539

Author: Eugene Trundle

ISBN: 0750648104 Store Price: \$34.95 Member Price: \$31.46



NEWNES GUIDE TO RADIO AND COMMUNICATIONS TECHNOLOGY

Ian Poole has written a fascinating guide to the technology and applications of modern radio and communications equipment. His approach provides a useful foundation for college students and technicians seeking an update on the latest technology, but each topic is introduced from the basics, ensuring that the book is equally rewarding for managers in the communications industry, sales staff, and anyone seeking to update their knowledge of this exciting and rapidly expanding area of technology.

Item: 2126EL0750656123

Author: Ian Poole

ISBN: 0750656123 Store Price: \$24.99 Member Price: \$22.49



PRACTICAL ANTENNA HANDBOOK

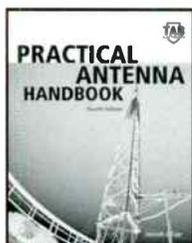
SAVE 20% OFF THE LIST PRICE OF \$49.95!

The most popular book on antennas ever written and unquestionably the world's favorite antenna book, Joseph J. Carr's *Practical Antenna Handbook, Fourth Edition* is a treasure for anyone with an interest in antennas, from the newest of novices to the most experienced engineer. This empowering book gives you all kinds of projects – and it provides you with material that explains exactly why your creations were a success. But most importantly, it prepares you to design and construct your own antennas.

Item: 2562A

Author: Joseph J. Carr

ISBN: 0071374353 Store Price: \$39.96 Member Price: \$39.96



PROFESSIONAL CONTENT MANAGEMENT SYSTEMS

With an accessible and thorough approach, *Professional Content Management Systems: Handling Digital Media Assets* offers an overview of this complex topic to students, engineers and technical managers, in the area of data, storage management and multimedia. Focusing on audiovisual, visual, audio, text, and structured media objects, this volume discusses the concepts, principles, and systems related to media and broadcast operations. The book discusses the workflow of content production, encoding standards, metadata principles, file formats, system integration, research, and the content management system architecture.

Item: 2348JW0470855428

Authors: Andreas Mauthe, Peter Thomas

ISBN: 0470855428 Store Price: \$105.00 Member Price: \$94.50



PSIP: PROGRAM AND SYSTEM INFORMATION PROTOCOL

Making digital and interactive television work depends up on the ATSC's new PSIP standard. This book, written by one of the standard's primary architects, annotates and explains the complex standard document, breaking it down into practical, usable checklists and methods for broadcast, cable, satellite, and product design. The only technical guide that offers comprehensive coverage of the standard that you must implement successfully to make digital and interactive TV devices work.

Item: 3922

Author: Mark Eyer

ISBN: 0071389997 Store Price: \$99.95 Member Price: \$89.96



RECORDING TIPS FOR ENGINEERS

Tim Crich reveals a wealth of insider tips and short cuts, based on years of working with leading artists. His entertaining and time-saving advice is condensed into bullet-point format for fast in-session reference, suitable for engineers of all levels of experience. Highlights include microphone choice, setup and placement, full chapters on equalization and compression, as well as sections on recording drums, guitars and vocals. Many more tips have been added to the book since the author's original self-published edition, as well as a new section offering advice on how to prepare and conduct recording sessions of different durations (3 hour, 3 day, 3 week sessions etc.).

Item: 2636EL0240519744

Author: Tim Crich

ISBN: 0240519744 Store Price: \$29.95 Member Price: \$26.96



BROADCAST ENGINEERING

STANDARD HANDBOOK OF BROADCAST ENGINEERING

NEW!

Standard Handbook of Broadcast Engineering provides clear, comprehensive, and well-illustrated coverage of both DTV and DAB technologies. Presenting the material within the context of

established radio and TV basics, this manual explains the underlying technologies of digital and analog transmission systems and bridges the gap between classic broadcast engineering principles and data with the latest digital technologies – including DTV, NTSC, and digital audio broadcasting.

Item: 2069MH0071451005

Author: Jerry Whitaker

ISBN: 0071451005 Store Price: \$199.95 Member Price: \$179.96



STANDARD HANDBOOK OF AUDIO AND RADIO ENGINEERING

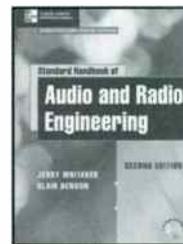
SAVE \$25 OFF THE LIST PRICE OF \$125.00!

Get clear answers to your every question on every aspect of audio engineering in the updated reference of choice of audio and video engineers and technicians, *Standard Handbook of Audio Engineering, Second Edition*. You'll find no other source that covers such a broad range of audio principles and technologies—with an emphasis on practical applications, including design, production, installation, operation, and maintenance of recording studios, broadcast centers, and multimedia operations.

Item: 2125

Authors: Jerry Whitaker, Blair K. Benson

ISBN: 0070067171 Store Price: \$99.00 Member Price: \$99.00



STANDARD HANDBOOK OF VIDEO AND TELEVISION ENGINEERING

SAVE 20% OFF THE LIST PRICE OF \$150.00!

No other source covers such a broad range of video and television technology—with an emphasis on practical applications. Covering everything from basic principles and formulae to dissection of the latest equipment and FCC mandates, the *Handbook* includes more than 70 topically organized, fully indexed, articles—over 1200 pages, written by dozens of the field's foremost experts. What's more, the accompanying CD includes a compendium of standards, critical background information, in-depth technical material, and high-resolution test images.

Item: 2584a

Authors: Jerry Whitaker, K. Blair Benson

ISBN: 0071411801 Store Price: \$120.00 Member Price: \$120.00



VIDEO SYSTEMS IN AN IT ENVIRONMENT

Audio/Video (AV) systems and Information Technology (IT) are colliding. Broadcasters and other AV professionals are impacted by the transition to IT components and techniques. This is the first book to focus on the intersection of AV and IT concepts. It includes technology reviews and the tools to understand and evaluate key aspects of hybrid AV systems. Twelve chapters encompass a broad range of information including: IT integration, AV networking, storage systems, file and meta-data formats, software platforms, reliability, element management, security, workflow improvement, AV technology, transition issues, and real-world case studies. Each chapter weaves together IT and AV techniques providing the reader with actionable information on the issues, processes and principles of seamless AV/IT systems integration.

Item: 1085FP240806271

Author: Al Kovalick

ISBN: 240806271 Store Price: \$59.95 Member Price: \$53.96



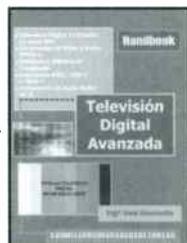
TELEVISION DIGITAL AVANZADA

The only Handbook of Digital Television in Spanish. This is a complete professional bible for technicians and engineers. This book shows from the basis Advance Digital Television concepts. La TELEVISIÓN DIGITAL, se perfila como la revolución electrónica en imágenes y sonido de este milenio. En esta obra se exponen los fundamentos básicos para interpretar esta nueva tecnología. Todos los temas son analizados en un lenguaje claro y sencillo.

Item: 1132

Available in Spanish Only.

Store Price: \$60.00 Member Price: \$54.00



TELEVISION RECEIVERS

DIGITAL VIDEO FOR DTV, CABLE, AND SATELLITE

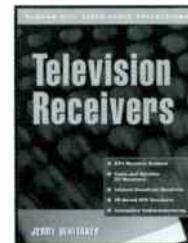
For the best handle on the brave new world of 21st century TV receiver design, specification, installation, and maintenance, look to *Television Receivers*, from leading expert Jerry Whitaker.

This insider's guide explains what's new in receivers, making a complex subject manageable, accessible, and understandable. With its focus on changes and advances in TV receiver technology, this primer is a professional essential, with enough coverage of technological fundamentals to give you solid footing in new areas.

Item: 2083

Author: Jerry Whitaker

ISBN: 0071380426 Store Price: \$89.95 Member Price: \$80.96



INTERNATIONAL DTH/DBS SYSTEMS

Researched by renowned industry consultant Stephen Blum, the *International DTH/DBS Market Status and System Assessment Series* contains information you need to know before investing in this market. Each volume provides quantitative information, market analysis, and system provider profiles of Direct-to-Home (DTH)/Direct-Broadcast Satellite (DBS) markets in specific global regions. *This item is non-refundable.* The four-volume set includes:

Volume 1: Europe: The European DTH satellite broadcast market is undergoing renewal marked by significant merger activity and consolidation trends. New system owners are seeking system upgrades, advanced capabilities and new revenue sources.

Volume 2: The Americas: As a global region, The Americas can claim having the biggest DTH/DBS platforms in the world and perhaps offering the biggest DTH business opportunities as well.

Volume 3: Africa, Middle East and South Asia: The DTH satellite market in Africa, the Middle East and South Asia is growing steadily but slowly. System operators have found creative ways to use cost-effective technology and locally relevant content to serve markets hungry for traditional programming and advanced services, but lack the infrastructure and disposable income taken for granted in other parts of the world.

Volume 4: Asia Pacific: Large multinational companies are achieving dominant positions in the geographically expansive East Asia-Pacific Rim satellite DTH market. In this global region, single country monopolies are common; and region-wide, cross-ownership of DTH platforms and popular programming content is the norm.



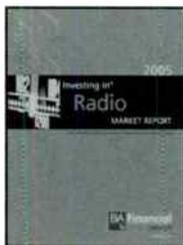
Author: Stephen Blum Volume Set Item: 3204 VOLUME SET PRICE: Store Price: \$350.00 Member Price: \$315.00

Individual Volumes: Volume 1 Item: 3200 Volume 2 Item: 3201 Volume 3 Item: 3202 Volume 4 Item: 3203

Individual Volume Price: Store Price Each: \$99.00 Member Price Each: \$89.10

INVESTING IN RADIO MARKET REPORT

BIAfn's Radio Market Report is the most comprehensive investment guide available on the radio industry. Every Arbitron-rated market is profiled with historic and projected market demographic and financial statistics. Station competitive and performance information including 12+ total day Arbitron ratings for the past 8 ratings periods, BIAfn's estimated advertising revenues, technical data, ownership and acquisition information, and much more is also included for every market. This 750+ page book is updated and published quarterly after each of the Arbitron ratings periods. Each edition can be purchased on a one-time basis or as a Quarterly Set. *This item is non-refundable.*



Individual Quarter Item: 1117a Quarterly Set Item: 1117
Quarterly Set: Store Price: \$1390.00 Member Price: \$1251.00
Individual Quarter: Store Price: \$695.00 Member Price: \$625.50

INVESTING IN RADIO OWNERSHIP REPORT

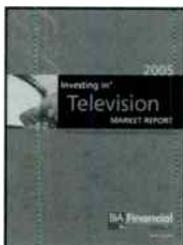
This publication profiles the Arbitron-rated commercial radio stations by owner. The book highlights the 8,000+ commercial radio stations that serve an Arbitron-rated market, as well as group owners with stations in rated markets. *BIAfn's Ownership File* is a comprehensive profile of the radio station owners, where they operate, performance and contact information to include alphabetical owner contact list, stations owned, station technical data, recent station sales price and date of acquisition, estimated station revenues and group owner totals and Arbitron 12+ total day shares for the last eight periods. *This item is non-refundable.*



Item: 1118
Author: BIAfn
Store Price: \$500.00 Member Price: \$450.00

2005 INVESTING IN TV MARKET REPORT

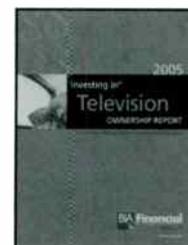
BIAfn's Television Market Report is the most comprehensive investment guide available on the TV industry. Every Nielsen-rated market is profiled with historic and projected market demographic and financial statistics. Station competitive and performance information including Nielsen ratings for the past 8 ratings periods, BIAfn's estimated advertising revenues, technical data, ownership and acquisition information, and much more is also included for every market. This 480+ page book is updated quarterly after each of the Nielsen ratings periods and can be purchased on a one-time basis or as a Quarterly Set. *This item is non-refundable.*



Individual Quarter Item: 1115c Quarterly Set Item: 1116c
Quarterly Set: Store Price: \$1490.00 Member Price: \$1341.00
Individual Quarter: Store Price: \$745.00 Member Price: \$670.50

INVESTING IN TELEVISION OWNERSHIP REPORT

The Ownership File is a comprehensive profile of the commercial television station owners, where they operate, performance and contact information to include alphabetical owner contact list, stations owned, station technical data, recent station sales price and date of acquisition, estimated station revenues and group owner totals and Nielsen share trending for the last four periods. *This item is non-refundable.*



Item: 1118B
Author: BIAfn
Store Price: \$500.00 Member Price: \$450.00

BROADCAST FINANCE

RADIO STATION SALARIES 2004

Radio Station Salaries 2004 shows how your salaries compare with industry standards and with similar stations in comparable markets. Depicts average, median, low and high base salary and total compensation for over 20 positions. Information is broken out by markets, region, format and by revenue. Includes:

- Total compensation including base salary and bonus/incentive earnings
- Results tabulated by station size, market and region.
- Depicts average, median, low and high reported compensation

This item is non-refundable.

Item: 3305NB0893243841

ISBN: 0893243841 Store Price: \$159.95 Member Price: \$143.96



TV EMPLOYEE COMPENSATION AND FRINGE BENEFITS REPORT

Holding onto valuable employees while keeping budget costs in-line is more crucial than ever. Determine if your television station's employee compensation program is competitive to that of other stations. This report contains concrete financial information that you can use to analyze and compare your station's salaries and benefits to that of both national and market averages. Figures for television stations are provided by DMA (Designated Market Area) groupings for both affiliate stations and independent stations, as well as revenue groupings and regional breakouts. *This item is non-refundable.*

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ISBN: 0893243787 Store Price: \$149.95 Member Price: \$134.96



NAB/BCFM TELEVISION FINANCIAL REPORT

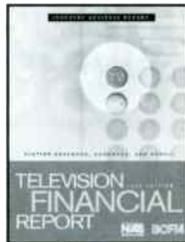
Television Financial Report is a yardstick that can be used to measure your station's financial performance against that of other TV stations in similar U.S. market sizes and revenues. Tables have been prepared based on station network affiliation and depict revenue and expense categories, and market size. The electronic version contains the excel spreadsheet(s) that appear in the book. You can use these tables to input your station's financial information and graphically compare your station's performance to those surveyed. Save \$50 when you purchase both the book and file. The book and interactive file may also be purchased separately. Updated each year in December. *This item is non-refundable.*

Book & File Item: 3306NB0000000000

Book & File Store Price: \$275.00 Member Price: \$242.46

Book Item: 3306NB089324385X

Book Only Store Price: \$225.00 Member Price: \$202.50

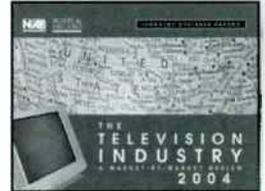


THE TELEVISION INDUSTRY: A MARKET-BY-MARKET REVIEW 2004

This one-of-a-kind analysis provides up-to-date information that will help you spot industry trends, compare market performance and social demographics, identify investment opportunities and apply valuable revenue projections on a DMA basis for all 210 markets. This resource includes: Actual TV market revenue; Revenue projections to assist in budgeting and forecasting; Information on cable penetration that allows you to chart trends; Comprehensive ratings data that allows you to see stations' audience shares; Comparative summary; And more. Updated early fall each year. *This item is non-refundable.*

Item: 3935NB0893243825

ISBN: 0893243825 Store Price: \$399.95 Member Price: \$359.96

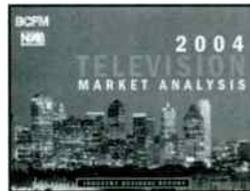


TELEVISION MARKET ANALYSIS 2004

This report contains aggregate 2004 revenue and expense data for a total of 52 television markets with three or more stations. Market totals are displayed on a single page in the form of a five-year trend report of revenues, expenses, profits and cash flow. Includes figures for advertising, agency/rep commissions, network compensation, tradeouts, barter, cash flow, expenditures, profit margins, and other revenues. Updated December each year. *This item is non-refundable.*

Item: 3304NB0893243833

ISBN: 0893243833 Store Price: \$169.95 Member Price: \$152.96



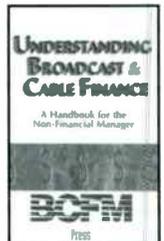
UNDERSTANDING BROADCAST AND CABLE FINANCE

This book takes the non-financial manager in broadcast or cable to a new level of financial sophistication and understanding of the business. This comprehensive text covers budgeting, cost controls, capital expenditures, cash flow, trade and barter, credit and collections, general ledger, taxation and information on broadcast acquisition. Each chapter was written by broadcast or cable financial experts, with attention paid to basic information explaining how the financial applications actually work.

Item: 3670

Author: BCFM

Store Price: \$49.95 Member Price: \$44.96



BROADCAST JOURNALISM

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\$30 Writing School is designed to get you up and running on the process for organizing, writing, selling and promoting your own books. You'll find it pleasantly easy to relate to author Michael W. Dean—a product of the “indie” revolution as a proven author, filmmaker, and musician himself. His unique style offers an edgier approach that you don't find in your typical “how to write” book. Written in a conversational tone, techniques and explanations are liberally spliced with Dean's personal accounts and stories. You'll learn specific elements of how to get published including how to write a proposal, get an agent, get a publisher, and work through mainstream outlets.



Item: 2381TC1592004865

Author: Michael Dean

ISBN: 1592004865 **Store Price:** \$30.00 **Member Price:** \$27.00

BROADCAST NEWS HANDBOOK

Chapter 1: Characteristics of Broadcast News Writing
Chapter 2: Selecting Stories and Starting to Write
Chapter 3: Writing Great Leads & Other Helpful Tips
Chapter 4: Deadly Copy Sins and How to Avoid Them
Chapter 5: Interviewing: Getting the Facts
Chapter 6: Writing Radio News
Chapter 7: Television News Story Forms—The VO
Chapter 8: Television Story Forms—The VO/SOT
Chapter 9: Television Story Forms—The Package
Chapter 10: Producing TV News
Chapter 11: Writing Sports Copy
Chapter 12: Why We Fight



Item: 2012MH0072917385

Author: C. A. Tuggle

ISBN: 0072917385 **Store Price:** \$50.45 **Member Price:** \$45.41

HOW TO WRITE TELEVISION NEWS

This textbook is intended to teach the basic principles of solid television news writing. Containing virtually no theory, it is a writing handbook which teaches useful skills students will need to learn in order to become an excellent television news writer. Written by a writer and producer for CNN Headline News and MSNBC, who has also freelanced at ABC and Fox News - this book is unique. It is a distillation of the best of the best: the dozens of tips and principles that were used to train writers at CNN Headline News. Using real-life examples of scripts that actually aired on national network news, both good and bad scripts, students are shown what to do and what not to do. Available June 10, 2005.

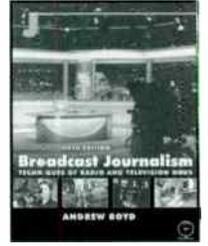
Item: 2404MH0072937920

Author: Garth Kant

ISBN: 0072937920 **Store Price:** \$40.93 **Member Price:** \$36.84

BROADCAST JOURNALISM

Broadcast Journalism offers a vivid insight into the world of electronic reporting, taking you behind the scenes at ITN and the BBC World Service. Join camera crews on a stakeout at the High Court, and capture the atmosphere in the studios of the world's largest news organization. All the essential skills are covered, with step-by-step instruction in reporting, recording and editing using the latest equipment.



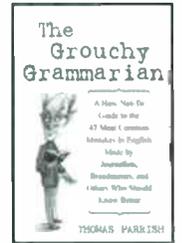
Item: 2598

Author: Andrew Boyd

ISBN: 0240515714 **Store Price:** \$52.95 **Member Price:** \$47.66

THE GROUCHY GRAMMARIAN

In this delightfully amusing, clever guide, Thomas Parrish points out real-life grammar gaffs from top-notch publications such as the New York Times and the New Yorker to illustrate just how widespread these errors are. With red pen in hand, Parrish's fictional friend the *Grouchy Grammarian* leads the charge, examining the forty-seven most common mistakes in English and imparting the basics of good grammar with a charming mixture of fussiness and common sense. All of which makes *The Grouchy Grammarian* the most entertaining, accessible how-not-to guide you'll ever read.



Item: 2022JW0471223832

Author: Thomas Parrish

ISBN: 0471223832 **Store Price:** \$19.95 **Member Price:** \$17.96

TELEVISION NEWS

A HANDBOOK FOR WRITING, REPORTING, SHOOTING, AND EDITING

This book uses an integrated approach to teaching the fundamental skills of writing, reporting, shooting, and editing. This approach will enable you to learn the basics as interrelated processes that must be integrated to create an effective newscast. The book's comprehensive coverage allows readers to make important connections between writing, reporting, shooting, and editing. You will learn to think like a writer or editor when you are shooting or think like a videographer or editor when you are writing.



Item: 2470HH1890871575

Authors: Teresa Keller, Stephen A. Hawkins

ISBN: 1890871575 **Store Price:** \$43.50 **Member Price:** \$39.15

BROADCAST LAW & REGULATION

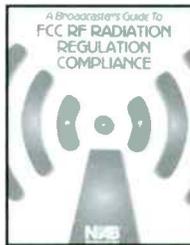
A BROADCASTER'S GUIDE TO RF RADIATION REGULATION COMPLIANCE

With the FCC having revised its RF radiation guidelines (effective September 1, 1997), now is the time for every radio and television broadcaster to review whether his/her station is in compliance with the new standards. All applications for new stations, major modification of existing stations or station license renewal must include a certification as to whether the standard is met. Including a complete copy of the FCC's revised "Technical Bulletin" on RF exposure compliance, this book gives a comprehensive review of how to attain full compliance.

Item: 3859

Author: NAB Science & Technology Dept.

ISBN: 0893242705 Store Price: \$29.97 Member Price: \$26.97



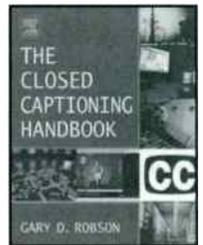
THE CLOSED CAPTIONING HANDBOOK

Captioning laws are varied, complex, and fluid. *The Closed Captioning Handbook* provides implementation timetables, exemptions, and up-to-date information on the latest FCC rulings, along with a historical perspective on the U.S. laws—all explained in clear, simple language with supporting quotes from government documents. Closed captioning is infiltrating every aspect of the broadcast industry, and *The Closed Captioning Handbook* is the only comprehensive handbook that explains what it is, how it works, and how to use it.

Item: 2262EL0240805615

Author: Gary D. Robson

ISBN: 0240805615 Store Price: \$49.95 Member Price: \$44.96



CONTENT RIGHTS FOR CREATIVE PROFESSIONALS

NEW EDITION! *Content Rights for Creative Professionals* is for professionals and students working in all areas of media (film/video, photography, multimedia, web, graphics, and broadcast) who need to know what the law requires and how they should properly utilize copyrights and trademarks. This book outlines critical concepts and applies them with explanations in real-life applications, including many cases from the author's own practice as well as those of various media professionals.

Item: 2523

Author: Arnold P. Lutzker

ISBN: 0240804848 Store Price: \$39.99 Member Price: \$35.99



CONTESTS, LOTTERIES AND CASINO GAMBLING

This book is the resource you need to comply with federal and state lottery laws and the FCC's licensee-conducted contest rule. The text also analyzes the FCC's hoax rules; plus the Commission's enforcement of these and other regulations. Topics covered include: Summary of the law changes; The three elements of a lottery; Advertising of casino gambling; Details on Indian gaming regulatory act provisions; Details on charity gaming act provisions FCC rules; Sporting events; State operated lotteries; Contests, hoaxes and staying out of trouble; Suggested safeguards - contents of broadcast copy

Item: 3820A

Author: Ann Bobeck, NAB Legal Dept.

ISBN: 0893243558 Store Price: \$39.95 Member Price: \$35.96



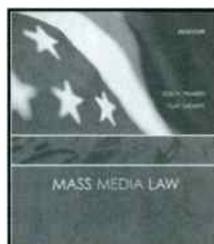
MASS MEDIA LAW 2005-2006

This market-leading text discusses the most relevant mass media legal decisions, from the Constitution to the most recent Supreme Court sessions, in relation to their relevance to modern American law. From the Internet to political advertising laws, Mass Media Law examines the current issues that are shaping the United States legal system. Known for its clear explanations and its consistent pedagogy, the text includes mid-chapter summaries, a table of cases, and more. Includes a free student CD ROM.

Item: 2084MH0072985356

Authors: Don R. Pember, Clay Calvert

ISBN: 0072985356 Store Price: \$76.56 Member Price: \$68.90

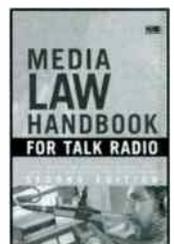


THE MEDIA LAW HANDBOOK FOR RADIO BROADCASTERS

NEW EDITION! *The Handbook* examines libel, privacy and emotional distress claims that arise in a variety of broadcasting contexts, as well as covering other legal areas, such as advertising, intellectual property, and FCC matters, including indecency. *The Handbook* also provides valuable practical advice on preventative measures and mitigation. For ease of use, each topic is preceded by a summary of the key points that broadcasters should remember.

Item: 3896NB0893243620

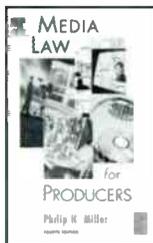
Authors: Jerianne Timmerman, Richard Goehler, Kimberly Amrine, Monica Dias, Jill Meyer Vollman, Maureen Haney
ISBN: 0893243620 Store Price: \$14.95 Member Price: \$13.46



BROADCAST LAW & REGULATION

MEDIA LAW FOR PRODUCERS

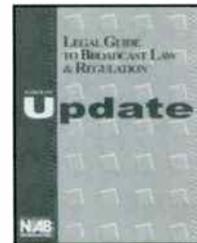
Media Law for Producers is a comprehensive handbook that explains, in lay terms, the myriad legal issues that the producer will face on a regular basis - contracts, permits, defamation, patents, releases and insurance, libel, royalties and residuals, as well as protecting the finished production. This revised and expanded edition includes such Internet-related topics as Internet music law, online registration, and online privacy.



Item: 2267
Author: Philip Miller
ISBN: 0240804783 Store Price: \$39.95 Member Price: \$35.95

NAB LEGAL GUIDE TO BROADCAST LAW AND REGULATION SUPPLEMENT 1998

The main volume of the *NAB Legal Guide* (no longer available) was completely restructured from earlier editions. Get a comprehensive explanation of all FCC rules, agency decisions and court rulings that affect broadcast stations. Also included are discussions of various non-FCC laws, policies and regulations that also affect station operation. *The 1998 Legal Guide Update*, which refers the reader to the main volume's extensive discussion of topics, also may be read independently of the *NAB Legal Guide* itself.



Item: 3837A
Author: Bill Green
ISBN: 0893243213 Store Price: \$35.97 Member Price: \$32.37

NAB PB-16 FORMS: POLITICAL AGREEMENT FORMS

NAB's PB-16 forms have been designed to serve as actual contracts for the sale of political broadcast time, and to satisfy the FCC record retention requirements. They have been updated to reflect the new filing requirements mandated by the new campaign finance reform laws now in effect. Under these laws, stations must file separate contracts for issue advertisements and political candidate advertisements. The forms are available for immediate electronic download at www.nabstore.com, or you may order the forms on CD ROM. Please note, due to the complexity and length of the forms, notepads of the forms are no longer available.



Electronic Download Item: 4046EM0893243817
CD ROM Item: 4046CD0893243817
ISBN: 0893243817 Store Price: \$30.00 Member Price: \$27.00

NAB POLITICAL BROADCAST CATECHISM 16TH EDITION

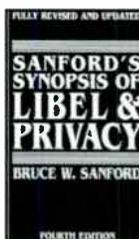
Newly updated to reflect the new campaign laws now in effect. This guidebook text covers the FCC's rule changes, and interpretations of older rules and policies still on the books. A resource for station campaign managers and ad agencies. *Political Broadcast Catechism* answers many of your questions and will help you find solutions to the most common political broadcasting questions during the election season.



Item: 3831NB0893243868
Author: Ann Bobeck, NAB Legal Department
ISBN: 0893243868 Store Price: \$35.97 Member Price: \$32.37

SANFORD'S SYNOPSIS OF LIBEL AND PRIVACY

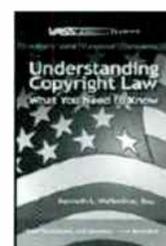
This fourth edition reflects the ramifications in the decision of the Milkovich Case, which was handed down in July 1990, and set a precedent in the treatment of opinion in libel law. Bruce W. Sanford, a partner in the law offices of Baker & Hostetler, is the author of this widely-used newsroom guide on libel and privacy. *Sanford's Synopsis of Libel and Privacy* is written for journalists in non-legalese and discusses how to avoid libel and invasion of privacy. This booklet lists "red flag" terms -words and expressions that may lead to a libel lawsuit if not carefully handled in news stories.



Item: 3432
Author: Bruce W. Sanford
Store Price: \$5.50 Member Price: \$4.95

UNDERSTANDING COPYRIGHT LAW DVD

"*Understanding Copyrights: What You NEED to Know*" is the first video of its kind in the multimedia training world. Join Kenneth R. Wallentine, Esq. as he unravels the myths, half-truths and facts about copyright laws and practices in this hour-long video presentation. You'll find out what types of work are copyright-able, why you should protect your works and how to register your copyright. You'll learn about fair-use laws and what they mean to you. And you'll find out about the importance of the © and other relevant symbols, terms like "All Rights Reserved," "Work for Hire," the TEACH Act, UCITA, and much more!



Item: 1319SM0000000000
Author: Kenneth R. Wallentine
Store Price: \$129.00 Member Price: \$116.10

CAREERS • HUMAN RESOURCES

THE ART OF VOICE ACTING

SAVE 20% OFF THE LIST PRICE OF \$26.95!

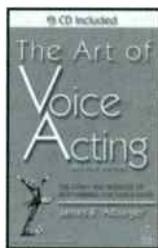
THE CRAFT AND BUSINESS OF PERFORMING VOICE OVERS

This book introduces performance techniques and offers many useful tips, including how to build a career as a voice-actor. Complete with a large variety of scripts to use for practice and a CD-ROM with actual examples and voice-over demos, it takes readers step-by-step through a recording session, a review of equipment set-up, and some of the difficulties they might encounter when recording and performing.

Item: 2770

Authors: James R. Alburger, Mel Hall

ISBN: 0240804791 Store Price: \$21.56 Member Price: \$21.56



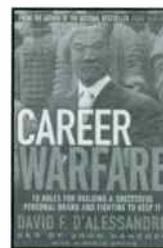
CAREER WARFARE

In *Career Warfare*, David F. D'Alessandro, the bestselling author of *Brand Warfare*, has written a business classic: an insightful and delightfully frank book about achieving professional success at a high level. D'Alessandro, a keen observer of the unwritten rules of organizational life, shows how personal brands are built out of people's day-to-day behavior in even the most insignificant moments. He also demonstrates what a battle it is to build a good one. It is a battle even to be noticed early in your career; it is a battle not to become dangerously arrogant later on. You constantly have to defend your brand from the sniping of your enemies, the indifference of your bosses, and your own worst impulses.

Item: 2193MH0071417583

Author: David D'Alessandro

ISBN: 0071417583 Store Price: \$21.95 Member Price: \$19.76



GRAY MATTERS: THE WORKPLACE SURVIVAL GUIDE

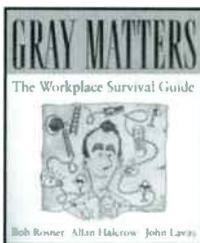
Forget deserted islands, today's toughest survival challenge is the workplace.

Threatened with layoffs, reorganization, or other dramatic changes, people need a guidebook for navigating the treacherous wilds of work. Full of uncommon insight and practical guidance, *Gray Matters* offers real business wisdom in an action-packed, endlessly entertaining illustrated format that trades cynicism for solutions.

Item: 2752JW0471455083

Authors: Bob Rosner, Allan Halcrow, John Lavin

ISBN: 0471455083 Store Price: \$16.95 Member Price: \$15.26



HOW TO MAKE A MILLION DOLLARS WITH YOUR VOICE

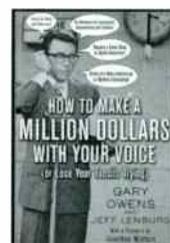
World-renowned vocal personality Gary Owens, who gained national fame on TV's "Laugh-In," shares the inside scoop on how to break into the voice business and, once there, how to succeed.

Peppered with entertaining anecdotes from well-known actors, producers, and agents, *How to Make a Million Dollars with Your Voice* offers an irreverent entrée into this often overlooked but lucrative entertainment career. In this step-by-step workshop, voice-over hopefuls will learn about everything from developing a demo to finding an agent to improving their pipes.

Item: 2353MH0071424105

Author: Gary Owens

ISBN: 0071424105 Store Price: \$14.95 Member Price: \$13.46



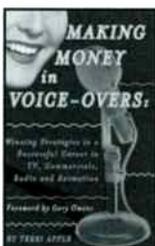
MAKING MONEY IN VOICEOVERS

From Rugrats to Big Macs, voice-over careers are the best kept and highest paying secrets in the world. Most voice-over sessions last only ten minutes to an hour. Terri Apple's book helps the actor, radio DJ, vocal impressionist and animation voice succeed in voice-overs. No matter where you live, there is voice-over work. From assessing one's competitive advantages to creating a demo tape to handling initial sessions, Ms. Apple provides a clear guide full of insider tips, strategies, and dos and don'ts helpful for both beginners and experienced professionals.

Item: 2620HC1580650112

Authors: Terri Apple, Gary Owens

ISBN: 1580650112 Store Price: \$16.95 Member Price: \$15.26



NAB'S GUIDE TO CAREERS IN RADIO

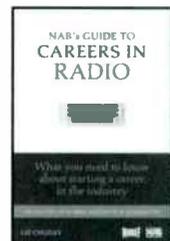
NEW EDITION! This book, published by NAB and NABEF, is intended to provide a general overview to persons considering a career in radio. It has been written specifically for entry-level job seekers

with little or no experience in the industry, and includes general descriptions of job opportunities in the field, described by departments, and how the jobs interface with each other. The booklet also includes information and advice on internships, job hunting, interviewing and industry contract information.

Item: 3100NB0893243574

Author: Liz Chuday

ISBN: 0893243574 Store Price: \$2.00 Member Price: \$1.75
Bulk Pricing: 100 or more: Store Price \$1.75 Member Price: \$1.50
250 or more: Store Price: \$1.50 Member Price: \$1.25



NAB'S GUIDE TO CAREERS IN TELEVISION



This book, published by NAB and NABEF, is intended to provide a general overview to persons considering a career in this dynamic and exciting field. It has been written specifically for

entry-level job seekers with little or no experience in the industry, and includes general descriptions of job opportunities in the field, described by departments, and how the jobs interface with each other. The booklet also includes information and advice on internships, job hunting, interviewing and industry contract information.

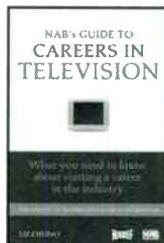
Item: 3101NB0893243582

Author: Liz Chuday

ISBN: 0893243582 Store Price: \$2.00 Member Price: \$1.75

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250 or more: Store Price: \$1.50 Member Price: \$1.25



RADIO STATION SALARIES 2004

Radio Station Salaries 2004 shows how your salaries compare with industry standards and with similar stations in comparable markets. Depicts average, median, low and high base salary and total compensation for over 20 positions. Information is broken out by markets, region, format and by revenue. Includes:

- Total compensation including base salary and bonus earnings
- Results tabulated by station size, market and region.
- Depicts average, median, low and high reported compensation

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SUCCESSFUL TELEVISION WRITING

What the industry has to say about this book:

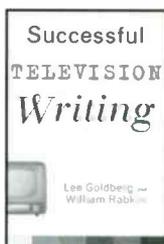
"Where was this book when I was starting out? A fantastic, fun, informative guide to breaking into—and more importantly, staying in—the TV writing game from the guys who taught me how to play it." —Terence Winter, Co-executive Producer, *The Sopranos*

"Goldberg and Rabkin write not only with clarity and wit but also with the authority gleaned from their years of slogging through Hollywood's trenches. Here is a must-read for new writers and established practitioners whose imagination could use a booster shot." —Professor Richard Walter, Screenwriting Chairman, UCLA Department of Film and TV

Item: 2448JW0471431680

Authors: Lee Goldberg, William Rabkin

ISBN: 0471431680 Store Price: \$15.95 Member Price: \$14.36



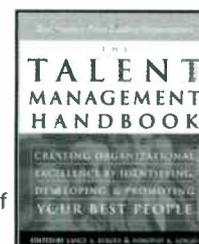
THE TALENT MANAGEMENT HANDBOOK

The Talent Management Handbook explains how organizations can identify and get the most out of "high-potential people" by developing and promoting them to key positions. It will help you design career plans that boost employee morale, as well as create and sustain excellence in your organization. It is full of simple, efficient, easy-to-follow methods for assessing, planning, and developing high-value people to meet your organization's current and future needs. And it will help you combine your organization's diverse human resources activities into a single, cogent system.

Item: 2361MH0071414347

Authors: Lance A. Berger, Dorothy R. Berger

ISBN: 0071414347 Store Price: \$49.95 Member Price: \$44.96



THE TALENT EDGE

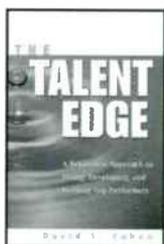
A PRACTICAL STEP-BY-STEP APPROACH TO HIRING THE RIGHT PERSON

Every hiring manager knows that the traditional hiring and interviewing process is a poor tool for predicting organizational fit and future on-the-job success. Behavioral interviewing can improve your chances of picking the right candidate two to five times over traditional processes. It focuses on how the candidate works rather than on skills, qualifications, and impressions. *The Talent Edge* shows how you can develop a concrete understanding of what your own top performers do differently than the majority of their peers, and how to translate that knowledge into a better hiring system.

Item: 2411JW0471646431

Author: David S. Cohen

ISBN: 0471646431 Store Price: \$29.95 Member Price: \$26.96



TV EMPLOYEE COMPENSATION AND FRINGE BENEFITS REPORT

Holding onto valuable employees while keeping budget costs in-line is more crucial than ever. Determine if your television station's employee compensation program is competitive to that of other stations. This report contains concrete financial information that you can use to analyze and compare your station's salaries and benefits to that of both national and market averages. Figures for television stations are provided by DMA (Designated Market Area) groupings for both affiliate stations and independent stations, as well as revenue groupings and regional breakouts. *This item is non-refundable.*

Item: 3927NB0893243787

ISBN: 0893243787 Store Price: \$149.95 Member Price: \$134.96

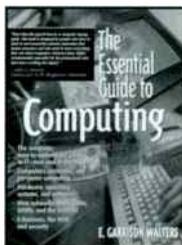


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Item: 2701

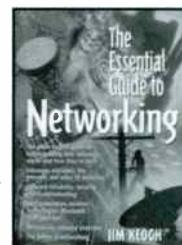
Author: E. Garrison Walters

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Item: 2010D

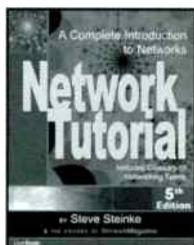
Author: James Edward Keogh

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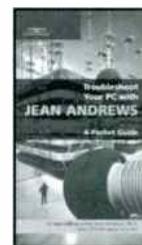
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Item: 2414TC1592004857

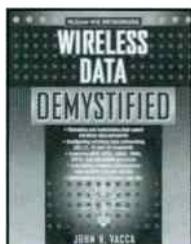
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Item: 2179MH007139852X

Author: John R. Vacca

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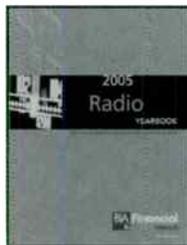
Item: 2700PE032122468X

Authors: Adam Engst, Glenn Fleishman

ISBN: 032122468X Store Price: \$29.99 Member Price: \$26.99

BIAfn's RADIO YEARBOOK 2005

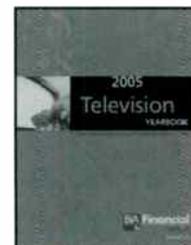
With more than 800 pages of information on the radio industry, *BIAfn's Radio Yearbook* is the most comprehensive directory available of radio stations, their owners and the companies that serve them. An overview of each market and its major players is also included, along with convenient cross-reference tables. Published each year in April. *This item is non-refundable.*



Item: 1115
Author: BIAfn
Store Price: \$150.00 Member Price: \$135.00

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Item: 1116
Author: BIAfn
Store Price: \$150.00 Member Price: \$135.00

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what worked in the previous edition while adding new standards and defining the emerging digital technologies that are revolutionizing the field. This book is a must have for anyone that has any contact with the field of broadcast engineering. It provides a general understanding of broadcast engineering issues and describes the engineering aspects of all broadcast facilities.

Item: 3848NB0240807006
Author: Graham Jones
ISBN: 0240807006 Store Price: \$34.95 Member Price: \$31.46

THE GREEN BOOK OF SONGS BY SUBJECT

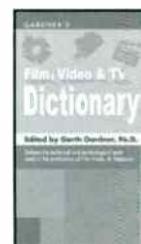
With over 35,000 songs classified in almost 1800 logical categories, this is an important reference tool for songwriters, disc jockeys, production companies, researchers, and trivia buffs. Since the fourth edition (1995), more than 14,000 songs and 905 categories and subcategories have been added, as has an effective subject index with cross references. Song titles are listed alphabetically under a subject. For each song, performer, album, and label are given to help track recordings. Most are albums and are in print; a few 45s are included. The book closes with a list translating the abbreviations used for record labels and an index to subjects used.



Item: 1071
Author: Jeff Green
ISBN: 0939735202 Store Price: \$64.95 Member Price: \$58.46

GARDNER'S FILM, VIDEO AND TV DICTIONARY

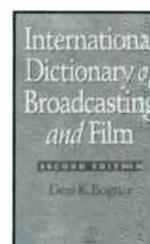
Gardner's Film, Video & TV Dictionary is an essential guide for beginning filmmakers, producers, students, and veterans alike. The book gives concise definitions of the most popular production terms and jargons used in the industry as well as some of the lesser known terms. Entries relating to broadcast, motion picture, and video production form the boundaries of this book making it a must-have reference for anyone in the field. Aesthetic techniques, professional titles, production styles, and other aspects of film, video, and TV are also defined. This reference belongs on the bookshelf of anyone working in the world of film, video or television.



Item: 1107
Author: Garth Gardner
ISBN: 1589650069 Store Price: \$24.95 Member Price: \$22.46

INTERNATIONAL DICTIONARY OF BROADCASTING AND FILM

No matter what continent you are on, the distinct professional language of radio and television broadcasters and film and video makers remains the same. Still the only reference that is international in scope, *The International Dictionary of Broadcasting and Film, Second Edition* is a comprehensive guide to professional filmmaking and broadcasting terminology. Entries also include information on professional organizations, festivals and awards. Appendices contain tables of international television and film standards, frequencies and channels, and a list of national and international news agencies and their standard abbreviations.



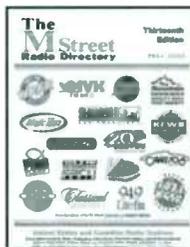
Item: 2534
Author: Desi K. Bogner
ISBN: 0240803760 Store Price: \$49.95 Member Price: \$44.96

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- Alphabetized Listings Call Letters
- Stations Referenced by Market
- Canadian Radio Stations Referenced by Province
- Listings include Tower Height and Power
- Arbitron and M Street Rankings
- Station Personnel including GM, PD, SM
- Station Owner, Sisters and Pending
- Address/ Phone/ Fax • NEW - Website Information



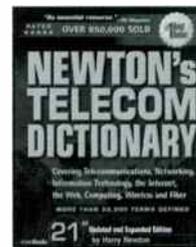
Item: 2536MS0000000000

Author: M Street

Store Price: \$84.95 Member Price: \$76.46

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NEW EDITION! Newton's Telecom Dictionary helps technology and business professionals stay on top of the ever-changing network, telecom, and IT industry. Businesses are adopting new telecom and communications services and equipment that save money and improve efficiency; meanwhile, professionals are struggling to keep up with newly created technical terms and acronyms. Industry guru Harry Newton explains these concepts in non-technical language that anyone in business can understand, making this an essential reference tool for anyone involved with telecom and IT systems and services.



Item: 2962CP1578203155

Author: Harry Newton

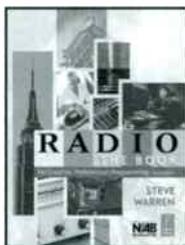
ISBN: 1578203155 Store Price: \$34.95 Member Price: \$31.46

RADIO: THE BOOK



As entertaining as it is educational, *Radio: The Book* is a must-have guide to success for anyone interested in a career in radio.

Providing a wealth of information and relating his own personal experiences, veteran radio personality, Program Director and Programming Consultant Steve Warren shares trade secrets and industry know-how that would usually take years to accumulate through experience. In such a competitive industry where formal training can be hard to come by, *Radio: The Book, 4e*, is a short-cut to the fast track for current and future programmers and program directors.



Item: 3858NE0240806964

Author: Steve Warren

ISBN: 0240806964 Store Price: \$32.95 Member Price: \$29.66

RADIO BUSINESS REPORT

SOURCE GUIDE AND DIRECTORY

This book is a complete directory of the radio industry. Contents include:

- Group Owners & Stations
- Investment Banking, Financial Consultants
- Radio Stations by market
- Ratings Services
- Consultants
- Employment Services
- Station Representatives
- Consulting Engineers
- Digital Audio Delivery
- Brokers
- Research Services
- Airchecks
- FCC Research
- Law Firms
- Satellite Transmission
- Internet & Marketing
- Banks & Lending Institutions



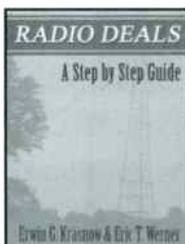
Item: 1124

Store Price: \$89.00 Member Price: \$80.10

RADIO DEALS: A STEP BY STEP GUIDE

This book is designed to decode the mysteries of radio station purchase and sale contracts and present the most innovative contract strategies in today's marketplace. It guides you from the letter of intent to the closing, helping you to avoid the bumps in between. Some helpful information contained in this book includes:

- Letters of Intent
- Anatomy of a Purchase and Sale Agreement
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- A Seller's Perspective
- A Buyer's Perspective
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Item: 1125

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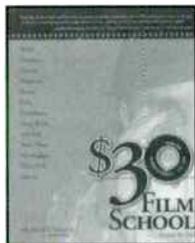
Item: 1083fp240807944

Author: Magan Arthur

Store price: \$39.95 Member Price: \$35.96

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We're entering a new era. Mini-DV filmmaking is the new folk, the new punk rock, the new medium where anyone can tell his story. *\$30 Film School* is an alternative to spending four years and a hundred thousand dollars to learn the trade. It is influenced by punk rock's Do-It-Yourself spirit of just learning the basics and then jumping up on a stage and making a point, and by the American work ethic back when it was pure, before it became all about corporations crushing the little guy. Throw in the hacker idea that information wants to be free (or at least very cheap) and you've got our deal.



Item: 2383TC1592000673

Author: Michael Dean

ISBN: 1592000673 **Store Price:** \$30.00 **Member Price:** \$27.00

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Want to make digital videos that rival the pros? Have a problem or question that requires an instant fix? This relentlessly practical film-school in a nutshell helps you solve nearly every imaginable issue in digital filmmaking quickly, clearly, and without great expense. Inside, author Chuck Gloman, independent producer, director, and videographer shares the secrets he's learned in 23 years as a professional filmmaker.



Item: 2789

Author: Chuck B. Gloman

ISBN: 007141651X **Store Price:** \$23.96 **Member Price:** \$23.96

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- A new chapter on hanging miniatures by Dan Curry

Item: 1780AC0935578242

Author: Stephen Burum (Editor)

ISBN: 0935578242 **Store Price:** \$99.95 **Member Price:** \$89.96

THE BUDGET BOOK FOR FILM AND TELEVISION

This guidebook is intended to help both the novice and the experienced producer to create and fine-tune their budgets. Based on the top budgeting software packages, Movie Magic and EP Budgeting, this book takes the reader through each line item in the budgeting software and describes the background for that item, how it fits into the overall production, and any issues or pitfalls that may arise from it. This book is a useful reference for independent filmmakers who depend on accurate, easy-to-understand budgeting methods to seek funding for their projects.



Item: 2858EL0240806204

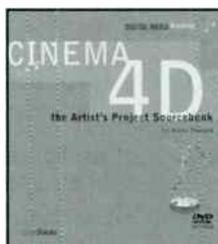
Author: Robert Koster

ISBN: 0240806204 **Store Price:** \$29.99 **Member Price:** \$26.99

CINEMA 4D

THE ARTIST'S PROJECT SOURCEBOOK

Realize your artistic vision with this treasure chest of instructional projects. Each project introduces new concepts and techniques that move you along to mastery of CINEMA 4D. There is no need to wrestle the technical complexities of 3D—this artist's sourcebook is expressly designed for the visionary in you who is looking to make the creative leap with digital tools. You'll learn how to create all kinds of artistic imagery—and have fun in the process.



Item: 2986CP1578202426

Author: Anne Powers

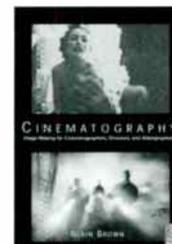
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Item: 2507

Author: Blain Brown

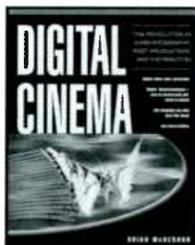
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FILM • CINEMATOGRAPHY

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Item: 2169MH0071429638
Author: Brian McKernan
ISBN: 0071429638 **Store Price:** \$31.96 **Member Price:** \$31.96

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You don't have to invest a small fortune, own expensive gear, and employ an army of technicians to create a movie. Today's high-tech tools will fit in your backpack and don't require the financial backing of a major movie studio, making this the first generation in the history of movie-making that doesn't have to beg for big bucks to put its stories on the screen. *Digital Filmmaking for Teens* emphasizes Hollywood-style movie-making, the way the pros do it. You'll learn how to tell your story on a budget, using tips from industry veterans.



Item: 2416TC1592006035
Authors: Pete Shaner, Gerald Everett Jones
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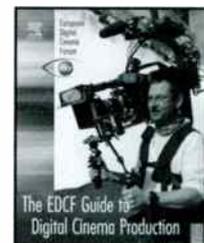


Item: 2767
Author: Jon Fauer
ISBN: 0240804805 **Store Price:** \$23.16 **Member Price:** \$23.16

THE EDCF GUIDE TO DIGITAL CINEMA PRODUCTION

A professional introduction to the end-to-end process of digital filmmaking!

The EDCF Guide to Digital Cinema Production sheds light on the ongoing and confusing transition from analog to digital technology in film production. In addition to a complete analysis of technical concerns, this text deals with a number of issues where European and Hollywood priorities differ. It adds fuel to the discussion on "Photo-Chemical Fundamentalism" and the future of traditional film-based cinematography.

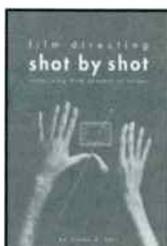


Item: 2327EL0240806638
Author: Lasse Svanberg
ISBN: 0240806638 **Store Price:** \$34.95 **Member Price:** \$31.46

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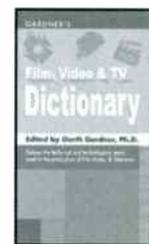
A complete catalogue of motion picture techniques for filmmakers. It concentrates on the 'storytelling' school of filmmaking, utilizing the work of the great stylists who established the versatile vocabulary of technique that has dominated the movies since 1915. This graphic approach includes comparisons of style by interpreting a 'model script', created for the book, in storyboard form.



Item: 2329
Author: Steve Katz
ISBN: 0941188108 **Store Price:** \$22.36 **Member Price:** \$22.36

GARDNER'S FILM, VIDEO AND TV DICTIONARY

Gardner's Film, Video & TV Dictionary is an essential guide for beginning filmmakers, producers, students, and veterans alike. The book gives concise definitions of the most popular production terms and jargons used in the industry as well as some of the lesser known terms. Entries relating to broadcast, motion picture, and video production form the boundaries of this book making it a must-have reference for anyone in the field. Aesthetic techniques, professional titles, production styles, and other aspects of film, video, and TV are also defined. This reference belongs on the bookshelf of anyone working in the world of film, video or television.



Item: 1107
Author: Garth Gardner
ISBN: 1589650069 **Store Price:** \$24.95 **Member Price:** \$22.46

HDV: WHAT YOU NEED TO KNOW

HDV: What You NEED to Know contains over 128 pages of HDV tech-talk, illustrations, standards, and information about how High Definition can be used by any video professional. Written by Douglas Spotted Eagle and Mark Dileo, this book is packed with information about HDV for the videographer who wants to move from Beta, DV, or analog into the pixel-packed world of HDV. Illustrations depict how HDV is connected, edited, converted, captured, and delivered in a variety of formats including Blu-Ray,™ Standard Definition (SD) and Windows Media Video-HD.



Item: 1317SM0000000000

Authors: Douglas Spotted Eagle, Mark Dileo, Mannie Frances
ISBN: 0976238012 **Store Price:** \$24.99 **Member Price:** \$22.49

HDV FILMMAKING

HDV Filmmaking focuses on the emerging HDV digital video format, the logical successor to current DV formats utilized by both amateurs and professionals. It serves as a complete guide to HDV filmmaking, with technical information on the format, and practical applications, from lighting and shooting, to editing, effects, and delivery on tape and DVD media. Both practical and theoretical explanations of concepts relating to the acquisition, editing, and delivery of HDV material, with a primary focus on concepts and techniques for achieving superior image and sound quality from HDV devices are provided. Available May 2005.

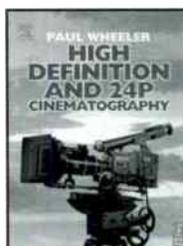
Item: 2415TC1592008283

Author: Chad Fahs

ISBN: 1592008283 **Store Price:** \$49.99 **Member Price:** \$44.99

HIGH DEFINITION AND 24P CINEMATOGRAPHY

This authoritative new reference demystifies the technologies of high definition and 24P cinematography. It is written for the director of photography, camera crew and producer or director and deals with the subject from their point of view. It provides a thorough and logical description of the five scanning formats 24P, 25P, 30P, 50i and 60i as well as recording formats, editing options, delivery potential and discussions on the financial implications these decisions might have. Filled with practical advice for tackling everyday decisions and choices, this is a must-have guide for anyone using or considering using high definition technology.



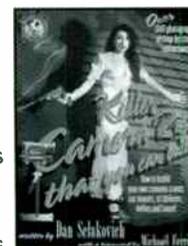
Item: 2778

Author: Paul Wheeler

ISBN: 0240516761 **Store Price:** \$34.95 **Member Price:** \$31.47

KILLER CAMERA RIGS THAT YOU CAN BUILD

This book shows you how to build your own camera cranes, stabilizers, car mounts and dollies at a fraction of the cost to purchase them. Most of the rigs in this book can be built for \$50-\$100. Most under \$50 as long as you follow the author's instructions. Each plan is packed with photos and step-by-step instructions, helpful hints, and even a photo shopping list to take with you to the hardware store. Don't know what a lock nut is? Just look at the picture!



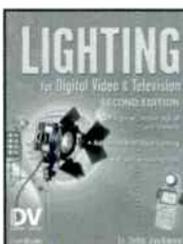
Item: 1322SM0000000000

Author: Dan Selakovich

ISBN: 0974437557 **Store Price:** \$34.95 **Member Price:** \$31.46

LIGHTING FOR DIGITAL VIDEO AND TELEVISION

NEW EDITION! Lighting equipment and creative techniques from A to Z! This complete course in digital video and television lighting begins with how the human eye and the camera process light and color, progresses through the basics of equipment and setups, and culminates with practical lessons on how to solve common problems. You get clear illustrations and real-world examples that demonstrate proper equipment use, safety issues, and staging techniques. This new edition features a 16-page, four-color insert and new chapters on interview setups and lighting low-budget locations.



Item: 2963CP1578202515

Author: John Jackman

ISBN: 1578202515 **Store Price:** \$39.95 **Member Price:** \$36.96

LIGHTING FOR VIDEO FILM STYLE DVD

To get a "Film Look" on video, you need to light a scene "film style." Lighting is the element of production that shapes and forms the image that is being exposed. This DVD (a double disc set) of the lighting class offered by Tom Musto Productions, Inc. has already received an overwhelming response. This is a comprehensive, 7 chapter program that runs for 2 1/2 hours. This program eliminates the practice of hit-and-miss lighting once and for all and is designed to render a pleasing warm image that has come to be known as the "Film Look." The techniques demonstrated on the DVD pertain to all camera formats.



Item: 1105TM0000000000

Author: Tom Musto

Store Price: \$199.00 **Member Price:** \$179.10

FILM • CINEMATOGRAPHY

LOCATION LIGHTING FOR TELEVISION

The first book of its kind to introduce the problems of location lighting for single camera operators and provide an insight into the technology and techniques required to solve those problems. The approach is of a basic and introductory nature, geared toward the student and trainee cameraman. Professionals needing a refresher course on the subject will also find this an invaluable reference packed with key information, theory and practical approaches to different lighting situations.

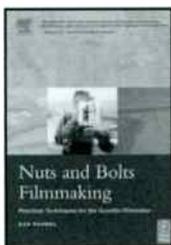


Item: 2640EL024051937X
Author: Alan Bermingham
ISBN: 024051937X Store Price: \$34.95 Member Price: \$31.46

NUTS AND BOLTS FILMMAKING

PRACTICAL TECHNIQUES FOR THE GUERRILLA FILMMAKER

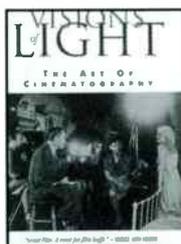
Nuts and Bolts Filmmaking, an ideal book for the rapidly growing number of low-budget filmmakers, provides how-to information on the day-to-day techniques of actual low-budget production. Containing construction details describing how to replicate expensive tools for under \$30 a piece, this book provides quick and inexpensive remedies to both the most common and most difficult production challenges. *Nuts and Bolts Filmmaking* is an invaluable resource to anyone looking to make a film without a big budget.



Item: 2857EL0240805461
Author: Dan Rahmel
ISBN: 0240805461 Store Price: \$29.95 Member Price: \$26.95

VISIONS OF LIGHT DVD

Experience the dazzling story of cinematography seen through the lenses of the world's greatest filmmakers and captured in classic scenes from over 125 immortal movie. Discover Gordon Willis's secrets of lighting Brando in *The Godfather* and Gregg Toland's contributions to *Citizen Kane*. Hear William Fraker on filming *Rosemary's Baby*, Vittorio Storaro on his use of color and light in *Apocalypse Now* and much, much more. From black and white to Technicolor, silent to talkie, glittering Hollywood musical to film noir and art film to blockbuster, this critically acclaimed masterpiece presents movies in a new and unforgettable light. An incredible 92-minute film exploring the history and craft of cinematography, this documentary educates and inspires with historical facts and personal interviews.

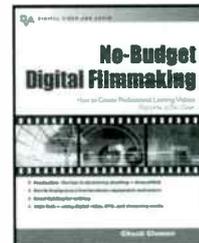


Item: 1781AC0000000000
Store Price: \$29.95 Member Price: \$26.96

NO-BUDGET DIGITAL FILMMAKING

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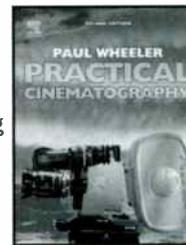
Written with insight by a veteran director, producer, and videographer, *No-Budget Digital Filmmaking* offers detailed instructions on every step in the creative process: from script writing and storyboarding to casting, shooting, editing, and postproduction. Plus, the book provides comprehensive discussion on the gamut of distribution methods – such as the Web, the festival circuit, or public exhibition – to help you get your work in front of the right audience.



Item: 2788
Author: Chuck Gloman
ISBN: 0071412328 Store Price: \$23.96 Member Price: \$23.96

PRACTICAL CINEMATOGRAPHY

This book is an invaluable resource for all aspiring DoPs. *Practical Cinematography* can be dipped into for quick reference – perhaps to answer a specific question or deal with practical problems relating to a shoot – or read from cover to cover. It discusses the principles of cinematography and the expertise which is unique to the Director of Photography (DoP). It deals with all the basic theory such as color temperature and sensitometry, and all the practical things a DoP needs to know, from the make-up of the crew to how to prepare an equipment list.



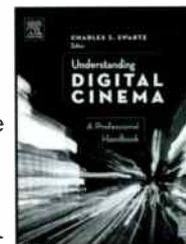
Item: 2236EL0240519620
Author: Paul Wheeler
ISBN: 0240519620 Store Price: \$34.95 Member Price: \$31.46

UNDERSTANDING DIGITAL CINEMA

Understanding Digital Cinema is a comprehensive resource on all aspects of finishing, distributing and displaying film digitally. For technical professionals as well as non-technical decision-makers, the book is a detailed exploration of every component of the process, from mastering to theater management.

- Learn how to manage the change and control costs
- Walk away with an essential understanding of digital cinema
- Understand the benefits of the transition to digital cinema

Item: 2230EL0240806174
Author: Charles S. Swartz
ISBN: 0240806174 Store Price: \$65.95 Member Price: \$65.95



ADOBE CREATIVE SUITE BIBLE

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The Adobe Creative Suite Bible is one of the first books to cover in one volume: Photoshop CS, Illustrator CS, InDesign CS, GoLive CS, Acrobat Professional and the new file management application—Version Cue. Professional graphic design firms, ad agencies, and publishing houses do not usually work with just one of these programs when creating designs. Rather, they use a collection of illustration, image-editing, and layout programs to build their designs for print or the Web.



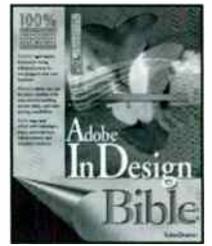
Item: 2015JW0764571559

Authors: Ted Padova, Kelly L. Murdock, Wendy Halderman
ISBN: 0764571559 Store Price: \$35.99 Member Price: \$35.99

ADOBE IN-DESIGN BIBLE

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Item: 2019JW0764588125

Author: Galen Gruman
ISBN: 0764588125 Store Price: \$38.24 Member Price: \$38.24

APPLE PRO TRAINING SERIES: MOTION

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This Apple-authorized guide to Motion lifts the curtain on Apple's revolutionary new software for motion graphics design. A comprehensive book-DVD combo, it starts with motion graphics fundamentals and takes you step by step all the way through Motion's powerful advanced features, delivering comprehensive training—the equivalent of a three-day course—in one project-based book. Professional, hands-on projects help you learn as you go. All the files you need are on the DVD.



Item: 2517PP0321278267

Author: Damian Allen
ISBN: 0321278267 Store Price: \$38.24 Member Price: \$38.24

GARDNER'S COMPUTER GRAPHICS AND ANIMATION DICTIONARY

Gardner's Computer Graphics & Animation Dictionary is the consummate guide to the language of the computer graphics and animation world. It contains short and quick definitions of production terms used by visual effects and animation professionals. Hundreds of terms and phrases are defined as well as acronyms and terms related to software packages. Ideal for students and working professionals, this reference is packed with technical, non-technical, career-related titles, and production language.



Item: 2106GD1589650050

Author: Garth Gardner, Ph.D. (Editor)
ISBN: 1589650050 Store Price: \$24.95 Member Price: \$22.46

HOW TO CHEAT IN PHOTOSHOP

With this book you can work from the problem to the solution with expert guidance from a professional illustrator. Each section is divided into color double page spreads on illustrative techniques; giving bite size chunks with all that you need to know in a highly visual, approachable format. Most of the original Photoshop files are provided on the free CD, along with hundreds of dollars' worth of free, sample plugins and images, so you can try out each technique for yourselves as you read.



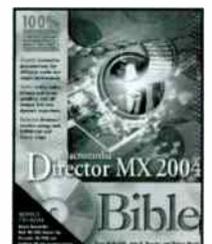
Item: 2504EL0240519531

Author: Steve Caplin
ISBN: 0240519531 Store Price: \$36.95 Member Price: \$33.26

MACROMEDIA DIRECTOR MX 2004 BIBLE

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The ultimate guide to creating professional presentations for CDs, DVDs, kiosks, Web sites, and desktop computers with Macromedia Director. Includes step-by-step tutorials and reference resources help both novices and experienced users get the most out of Director. It covers both Windows XP and Mac OS X platforms and discusses working in the authoring environment, production and editing, programming with Classic Lingo, controlling assets and movies with scripts. The bonus CD-ROM includes source files and finished projects from the tutorials in addition to valuable trial software and freeware.



Item: 2026JW0764569902

Authors: Brian Underdahl, John R. Nyquist, Robert Martin
ISBN: 0764569902 Store Price: \$42.49 Member Price: \$42.49

GRAPHIC DESIGN

MAYA 6 FOR WINDOWS AND MACINTOSH

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Best-selling author Danny Riddell uses a combination of task-based instruction and strong visual aids to take you step by step through all of today's Maya's essentials: Character animation and setup, polygonal modeling, dynamic interaction with Windows, and more. Whether you're a beginning user who wants a thorough introduction to the topic or a more advanced user looking for a convenient reference, you'll find what you need here.

Item: 2518PP0321247469

Author: Danny Riddell

ISBN: 0321247469 Store Price: \$19.12 Member Price: \$19.12



MAYA 6 KILLER TIPS

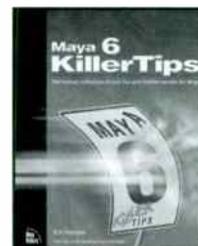
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Along with tips for customizing the Maya interface, polygonal modeling, rendering, and more, veteran author Eric Hanson also provides tons of insider techniques for working with Maya 6's newest features including tips for working with new tools like the Soft Modification Tool, Animation Retargeting, and High Quality Shading; advice for working with the new particle behavior features; cool new hotkeys; and insight into streamlining the texturing process with Maya's new Photoshop integration, to name only a few. You'll quickly find that the techniques revealed here allow you to work faster, smarter, and more creatively!

Item: 2122PP0321278534

Authors: Eric Hanson, Kenneth Ibrahim, Alex Nijmeh

ISBN: 0321278534 Store Price: \$22.94 Member Price: \$22.94



MAYA ULTIMATE WORKSHOP

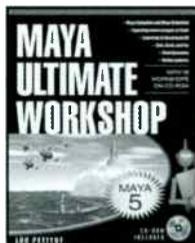
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The Maya Ultimate Workshop – covering up through Maya 5 Complete and Unlimited – allows even a novice animator to build up skills – from basic polygon assembling to sophisticated characters and fluid dynamics – by doing, rather than just reading. 18 in-depth workshops put readers through the paces of creating professional-level Maya animations, illustrating all the major techniques taught in the text. *The Maya Ultimate Workshop* gives aspiring animators the hands-on skills they need to break into the market.

Item: 2184MH0071421696

Author: Luc Petitot

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4 Volume Set Item: 1309DIGITALIMAGE

Author: Rich Helvey

Store Price: \$249.95 Member Price: \$224.96



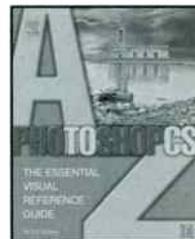
PHOTOSHOP CS A TO Z

A bestselling, easy reference text to Photoshop tools, menus and features. This is a must-have purchase for all Photoshop users: students, professionals and amateurs, giving an easily accessible visual guide to all those vital Photoshop terms. Using the same successful design formula with new color coding, the latest version features are covered. Ideal as a quick reference when the meaning of a term or specific word or visual reference is needed.

Item: 2760EL0240519574

Author: Peter Bargh

ISBN: 0240519574 Store Price: \$24.95 Member Price: \$22.46



PHOTOSHOP CS CLASSROOM IN A BOOK

With this book, you learn by doing, getting your feet wet immediately as you progress through a series of hands-on projects that build on your growing Photoshop knowledge. Simple step-by-step instructions, review questions at the end of each chapter, and a companion CD with all of the book's project files make learning a breeze as the Adobe Creative Team takes you on a self-paced tour of the image-editing powerhouse. The book starts with an introductory tour of the software and then progresses on through lessons on everything from Photoshop's interface to more complex topics like color management, Web graphics, and photo retouching.

Item: 2514PP032119375X

ISBN: 032119375X Store Price: \$45.00 Member Price: \$40.50



PHOTOSHOP CS FOR BEGINNERS DVD

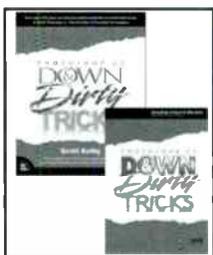
Adobe Certified Trainer Dave Cross provides all the essential info you need to dive right in and start using the image manipulation program immediately—no experience required! Throughout, the focus is on the practical advice that will get you playing around with the program fast. In short order, Dave provides clear, succinct explanations of pixels, resolution, color modes, and file sizes; how to set up the workspace; which tools to use for what; how to take advantage of the History palette and layers for making changes; how to use Photoshop's selection tools effectively (and why this is so crucial); and more.



Item: 2736PP0321288688
Author: Dave Cross
ISBN: 0321288688 **Store Price:** \$39.95 **Member Price:** \$39.95

PHOTOSHOP CS DOWN AND DIRTY TRICKS BUNDLE (BOOK & DVD)

In friendly, easy-going style Scott divulges the secrets behind the latest trends in Photoshop effects and design. You'll learn how to get stunning 3D effects without using a 3D program, how to transform simple snapshots into museum-quality prints, how to fake all kinds of studio shots, and much more. Best of all, by showing and telling you how to do things, Scott ensures that you'll be able to re-create all of the amazing effects he describes within. Both book and DVD include a slew of timesaving tips, sneaky workarounds, and hidden shortcuts designed to get you working more effectively and creatively in Photoshop CS.

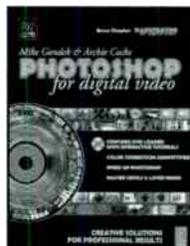


Item: 2738PP0735714185
Author: Scott Kelby
ISBN: 0735714185 **Store Price:** \$44.99 **Member Price:** \$44.99

PHOTOSHOP FOR DIGITAL VIDEO

CREATIVE SOLUTIONS FOR PROFESSIONAL RESULTS

This full-color book, based on Adobe Photoshop CS, provides complete information on how to master Photoshop and incorporate it within the video workflow. Everything from working with files to creative typography and animation is included in short, cookbook-style chapters with sample files on the DVD. The end result: dazzling and professional-looking videos. This is one of the only books available that is specifically structured for Video Editors. Our book has more illustrations, which are constructed to deliver answers, instruct faster and with less effort.

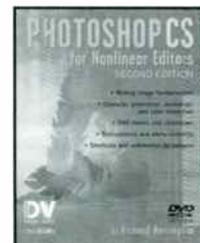


Item: 2777EL0240806336
Authors: Mike Gondok, Archie Cocke
ISBN: 0240806336 **Store Price:** \$49.95 **Member Price:** \$44.96

PHOTOSHOP CS FOR NONLINEAR EDITORS

SAVE 20% OFF THE LIST PRICE OF \$54.95!

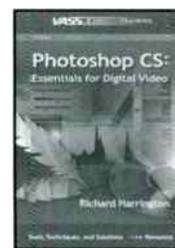
Master the graphic design and production skills required of today's digital video professional with this comprehensive guide to the video tools in Adobe Photoshop. Every page is filled with techniques that are useful to the video professional engaged in making graphics for use in television, video, the Internet, and DVD. Lively discourse, full-color presentations, and hands-on tutorials demonstrate everything you need to know about how to combine still and moving images.



Item: 2970CP157820237X
Author: Richard Harrington
ISBN: 157820237X **Store Price:** \$43.96 **Member Price:** \$43.96

PHOTOSHOP CS: ESSENTIALS FOR DIGITAL VIDEO DVD

Photoshop CS: Essentials for Digital Video is the first video of its kind in the training world. Join Richard Harrington as he unlocks the secrets of power tips and tricks for Photoshop, unveiling hidden gems you've never seen nor heard before. Rich is the author of the critically acclaimed *Photoshop for Nonlinear Editors* and *Final Cut Pro On the Spot* books.



Item: 1315SM0000000000
Author: Richard Harrington
Store Price: \$179.00 **Member Price:** \$161.99

PROFESSIONAL PHOTOSHOP RETOUCH AND RESTORATION DVD SERIES

Learn to make any image look perfect! Expand your artistic horizons through the powerful retouch capabilities of Adobe Photoshop. Explore the ultimate flexibility in digital imaging as digital Artist Katrin Eismann provides professional insight and technique with this powerful 3 part series.



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 Part 2: Image Restoration & Repair
 Part 3: Portrait Retouching
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Item: 1313DIGITALIMAGE
Author: Katrin Eismann
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INTERNET • STREAMING • MULTIMEDIA

THE BUSINESS OF STREAMING AND DIGITAL MEDIA

This book answers the question, "What is the value of using streaming and digital media for my business and what can I expect in return?" *The Business of Streaming and Digital Media* gives you a concise and direct analysis of how to implement a scalable, profitable venture, as well as the common and hidden pitfalls to avoid in your business. By focusing on both the business implications and technical between rich media and traditional broadcast distribution, you will learn how to gain significant time-to-market and cost-saving advantages by effectively using streaming and digital media technologies.

Item: 2481EL0240805984

Authors: Dan Rayburn, Michael Hoch

ISBN: 0240805984 **Store Price:** \$39.95 **Member Price:** \$35.96



GET STREAMING!

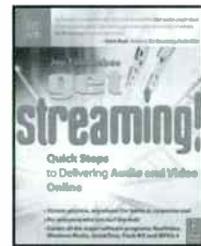
QUICK STEPS TO DELIVERING AUDIO AND VIDEO ONLINE

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Item: 2567EL0240805593

Author: Joseph Follansbee

ISBN: 0240805593 **Store Price:** \$29.95 **Member Price:** \$26.96



HOW TO DO EVERYTHING WITH MACROMEDIA FLASH MX

Understand the language and uses of Flash, the premier multimedia-authoring tool. Learn to design and deliver motion graphics, movies, sound files, presentations, low-bandwidth Web sites, and more. Regardless of your experience level, *How to Do Everything with Macromedia Flash MX* will help you get the most from Flash by presenting well-organized, bite-sized bits of information. Coverage includes all aspects of Flash—design as well as programming and development.

Item: 2884MH0072222506

Author: Bonnie Blake

ISBN: 0072222506 **Store Price:** \$24.99 **Member Price:** \$22.49



INTERNET AGE BROADCASTER

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This is THE book broadcasters need to chart their long-term Internet strategy. Discover how the decade's most powerful communications tool is revamping the entire broadcast industry and how you can benefit. Learn from your network colleagues and your peers at TV and radio stations across the U.S. how to create innovative partnerships, develop promotional and database marketing campaigns that work, and maximize the Internet's financial and technological potential. From big-picture economic, legal, and regulatory issues to the basic how-tos of website design and development, *Internet Age Broadcaster* is must reading and smart business.

Item: 3862

Authors: Peggy Miles, Dean Sakai

ISBN: 0893243000 **Store Price:** \$35.98 **Member Price:** \$35.98



MACROMEDIA FLASH MX 2004

FOR WINDOWS & MAC: VISUAL QUICKSTART GUIDE

Whether you're brand new to the world of Flash development or a veteran chomping at the bit to take advantage of all the latest features, this task-based guide will have you creating high-impact, interactive Web sites with Flash MX 2004 in no time. used Web graphics application. Best-selling author Katherine Ulrich is at it again here, using simple step-by-step instructions and loads of visual aids to cover every aspect of Flash design—from the basics of vector animation to sophisticated interaction and transition effects.

Item: 2351PP0321213440

Author: Katherine Ulrich

ISBN: 0321213440 **Store Price:** \$24.99 **Member Price:** \$22.49



MASTERING INTERNET VIDEO

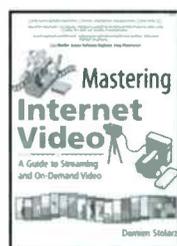
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Item: 2067PH0321122461

Author: Damien Stolarz

ISBN: 0321122461 **Store Price:** \$38.24 **Member Price:** \$38.24



MULTIMEDIA: MAKING IT WORK

Multimedia: Making It Work, Fifth Edition, offers a comprehensive, step-by-step guide to creating effective multimedia from one of the multimedia industry's most renowned experts. Produce stunning multimedia that takes full advantage of the latest Web technologies with help from this revised and updated edition of Tay Vaughan's best-seller. You'll get details on everything from conceptualizing and financing your project, through the final stages of design, production, and testing. The bonus CD-ROM is packed with multimedia tools and trial versions of industry-standard software.

Item: 2133
Author: Tay Vaughan
ISBN: 0072190957 Store Price: \$49.99 Member Price: \$44.99



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Item: 2632
Author: Steve Mack
ISBN: 0764536508 Store Price: \$39.99 Member Price: \$39.99

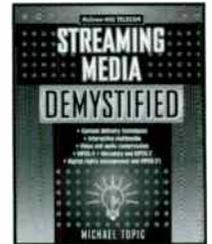


STREAMING MEDIA DEMYSTIFIED

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With uncommon skill, Michael Topic's excellent guide takes you inside today's essential killer app. More than just an implementation guide—though it certainly is that, packed with needed data on the latest formats and standards—*Streaming Media Demystified* offers a complete picture of the application that will soon threaten television's dominance as the primary transmitter of video.

Item: 2830
Author: Michael Topic
ISBN: 007138877X Store Price: \$39.96 Member Price: \$39.96

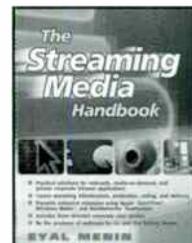


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More and more Web sites are discovering the compelling advantages of streaming media. But delivering high-performance, reliable, cost-effective media across the Internet can be extremely challenging—especially for Web professionals who've never done it before. Now, you can master streaming media step by step, with guidance from an expert who has produced webcasts for U2, The Rolling Stones, and dozens of enterprise clients.

Item: 2806
Author: Eyal Menin
ISBN: 0130358134 Store Price: \$27.99 Member Price: \$27.99



THE TECHNOLOGY OF VIDEO AND AUDIO STREAMING

NEW EDITION! For broadcasters, web developers, project managers implementing streaming media systems, David Austerberry shows how to deploy the technology on your site, from video and audio capture through to the consumer's media player. The book first deals with Internet basics and gives a thorough coverage of telecommunications networks and the last mile to the home. Video and audio formats are covered, as well as compression standards including Windows Media and MPEG-4.

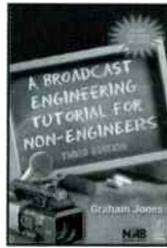
Item: 2762EL0240805801
Author: David Austerberry
ISBN: 0240805801 Store Price: \$49.95 Member Price: \$44.96



MANAGEMENT

A BROADCAST ENGINEERING TUTORIAL FOR NON-ENGINEERS

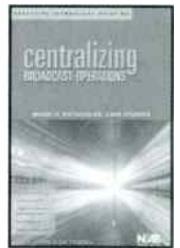
NEW EDITION! This new edition of NAB's *A Broadcast Engineering Tutorial for Non-Engineers*, "the bible" for new hires and others in the field, builds on what worked in the previous edition while adding new standards and defining the emerging digital technologies that are revolutionizing the field. This book is a must have for anyone that has any contact with the field of broadcast engineering. It provides a general understanding of broadcast engineering issues and describes the engineering aspects of all broadcast facilities.



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Centralizing Broadcast Operations explores the myriad strands that will make up the new fabric of digital broadcasting operations and will be critical to every successful digital television business of the future. Emphasis is placed on a set of powerful digital technology developments that reflect the radical impact of digital technology as the prime agent of change in the broadcast industry.



Item: 3917

Author: Joan Van Tassel

ISBN: 0893243442 Store Price: \$89.95 Member Price: \$80.96

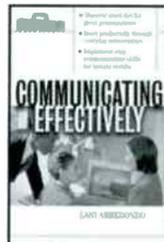
Item: 3848NB0240807006

Author: Graham Jones

ISBN: 0240807006 Store Price: \$34.95 Member Price: \$31.46

COMMUNICATING EFFECTIVELY

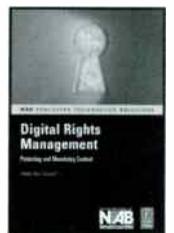
Communicating Effectively shows busy managers how to combine proven techniques and strategies with the latest technologies for successful, results-directed interaction. Included are techniques for shaping positive perceptions, tips for giving instructions and corrective feedback, strategies for making your points in presentations and e-communications, and more. Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations.



DIGITAL RIGHTS MANAGEMENT

PROTECTING AND MONETIZING CONTENT

Digital rights management (DRM) is a type of server software developed to enable secure distribution - and perhaps more importantly, to disable illegal distribution - of paid content over the Web. DRM technologies are being developed as a means of protection against the online piracy of commercially marketed material, which has proliferated through the widespread use of Napster and other peer-to-peer file exchange programs. With the flourish of these file exchange programs, content owners, creators and producers need to have a plan to distribute their content digitally and protect it at the same time—a seemingly impossible task. This book can help content providers make money by unifying the confusing array of concepts that swirl around current presentations of DRM in newspapers and business publications.



Item: 1084fp240807227

Author: Joan Van Tassel

Store Price: \$39.95 Member Price: 35.96

Item: 2846MH0071364293

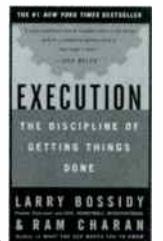
Author: Lani Arredondo

ISBN: 0071364293 Store Price: \$14.95 Member Price: \$13.46

EXECUTION

THE DISCIPLINE OF GETTING THINGS DONE

The book that shows how to get the job done and deliver results . . . whether you're running an entire company or in your first management job. Larry Bossidy is one of the world's most acclaimed CEOs, a man with few peers who has a track record for delivering results. Ram Charan is a legendary advisor to senior executives and boards of directors, a man with unparalleled insight into why some companies are successful and others are not.



Item: 2605CB0609610570

Authors: Larry Bossidy, Ram Charan, Charles Burck

ISBN: 0609610570 Store Price: \$27.50 Member Price: \$24.75

DIGITAL TELEVISION IN A DIGITAL ECONOMY

NAB EXECUTIVE TECHNOLOGY BRIEFING SERIES

Digital Television in a Digital Economy 2nd Edition evaluates the suitability, competitive options, potential revenue, and range of costs for specific digital electronic commerce applications. Such applications include: software/digital content distribution; overnight downloading of customized data/information (e.g., sports, stocks); Internet access via the convergence of TVS and PCS; catalog sales/price change distribution, event marketing and ticket order entry, and telecommuting applications.



Item: 3876A

Authors: Richard S. Levine, Joseph Kraemer

ISBN: 089324340X Store Price: \$69.95 Member Price: \$62.96

GUTS!

COMPANIES THAT BLOW DOORS OFF BUSINESS AS USUAL

Kevin and Jackie Freiberg's previous book, *Nuts!: Southwest Airline's Crazy Recipe for Business and Personal Success*, described the unconventional leadership that made Southwest an airline industry dynamo. In *GUTS!*, the Freibergs look at twenty-five gutsy and extraordinarily successful businesses and introduce the chief executives who are creating a new corporate ethos that blows the doors off business-as-usual. Drawing on five years of research, the Freibergs provide a behind-the-scenes look at these intensely focused, passionate, and unconventional leaders and their companies.



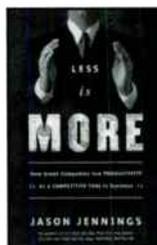
Item: 2271RH0385509618

Authors: Dr. Jackie Freiberg, Kevin Freiberg

ISBN: 0385509618 Store Price: \$26.00 Member Price: \$23.40

LESS IS MORE

Jason Jennings, a bestselling author and international business consultant, offers a groundbreaking look at how to boost productivity and your bottom line. In *Less Is More*, Jennings shares tested and successful programs from the leading giants in industry and presents new trends that businesses of all sizes will be able to implement. Inside, you'll learn how to:



- Increase sales 300 percent without increasing head count
- Become 10 times more efficient
- Keep track of every penny
- Use technology and automation in your favor

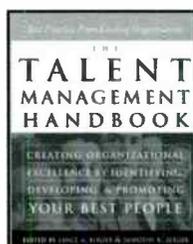
Item: 2489PG1591840015

Author: Jason Jennings

ISBN: 1591840015 Store Price: \$24.95 Member Price: \$22.46

THE TALENT MANAGEMENT HANDBOOK

The Talent Management Handbook explains how organizations can identify and get the most out of "high-potential people" by developing and promoting them to key positions. *The Handbook* will help you design career plans that boost employee morale, as well as create and sustain excellence in your organization. It is full of simple, efficient, easy-to-follow methods for assessing, planning, and developing high-value people to meet your organization's current and future needs. And it will help you combine your organization's diverse human resources activities into a single, cogent system.



Item: 2361MH0071414347

Authors: Lance A. Berger, Dorothy R. Berger

ISBN: 0071414347 Store Price: \$49.95 Member Price: \$44.96

iTV: TRACKING AND PREPARING FOR AN EMERGING iTV MARKET

NAB EXECUTIVE TECHNOLOGY BRIEFING SERIES

iTV: Interactive TV tracks media trends and technology developments in the U.S. and Europe. Interactive services, programming and advertising will transform today's \$60B television advertising business by stimulating further growth and multiplying revenues many times over. Long-term, iTV profits will not come from "new" television business models but from adaptable re-combinations and/or hybrid's of existing models/forms found in the current media market such as Advertising, Sponsorship, Pay-Per-View and Subscription.



Item: 3919

Author: Allison Dollar

ISBN: 0893243418 Store Price: \$59.99 Member Price: \$53.99

THE ROAD TO DIGITAL RADIO IN THE U.S.

NAB EXECUTIVE TECHNOLOGY BRIEFING SERIES

This book offers a management level overview of where things stand with digital audio broadcasting in the U.S. following the FCC's authorization to allow digital radio transmission in October 2002. Local radio stations are the last broadcast media to transition to digital transmission technology. Radio industry commitments to convert and the availability of digital radio technology to facilitate digital radio are at an infancy stage. This book will examine the experiences of early adopters during the first year, highlight developments that occurred and reveal first-hand perspectives of broadcasters, manufacturers and industry players as the transition begins.



Item: 3207NB0893243604

Author: Don Lockett

ISBN: 0893243604 Store Price: \$54.95 Member Price: \$49.46

EXPANDING A DIGITAL CONTENT MANAGEMENT SYSTEM FOR THE GROWING DIGITAL MEDIA ENTERPRISE

Building large integrated content management systems is a daunting task and there is little guidance for the implementation process for the mid-level manager. There are thousands of home grown or old standalone systems in need of upgrading and expanding to keep up with the growing challenge of digital media. This book allows the non-technical executive to understand the key concepts and issues. It covers the technical process and business aspects of expanding a system.



Item: 1083fp240807944

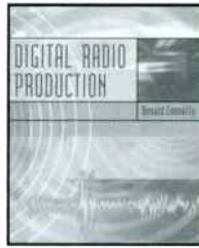
Author: Magan Arthur

Store price: \$39.95 Member Price: \$35.96

PRODUCTION

DIGITAL RADIO PRODUCTION

Digital Radio Production offers a refreshing and much needed update in the industry. It is the only book on the market to illuminate the world of radio and its technology as they exist in the 21st century, and to explore where the industry is headed tomorrow- including an introduction to high definition radio, the next major transmission format. The book includes a demo CD that features over 90 audio samples of everything from microphone technique to commercial production.



Item: 2726MH0073100072
Author: Donald W. Connelly
ISBN: 0073100072 **Store Price:** \$21.56 **Member Price:** \$21.56

INTERACTIVE TV PRODUCTION

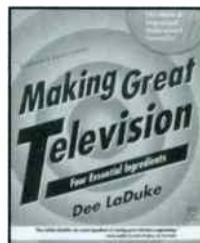
Interactive Television Production is essential reading for all broadcasting and new media professionals - whether in production, marketing, technology, business or management. It will also be of interest to media students and anyone looking to get an insight into the future of television production. It provides a practical, step-by-step guide to the processes and issues involved in taking an interactive television idea through to being an operational service - based on the knowledge and experience of leading interactive television producers.



Item: 2300
Author: Mark Gawlinski
ISBN: 0240516796 **Store Price:** \$44.99 **Member Price:** \$40.49

MAKING GREAT TELEVISION

Making Great Television presents a new twist on the old notion of formulaic television. By analyzing the best television has given us, a new formula emerges—the four essential ingredients common to all successful television series: Immediacy, The Mirror, Character, and Time. Great comedy, drama, half hour, or miniseries can utilize this New and Improved Hollywood Formula. The simple steps outlined in this book help clarify which projects are most likely to be written as pilot scripts, produced, and ultimately given a series order.



Item: 2105GD1589650182
Author: Dee LaDuke
ISBN: 1589650182 **Store Price:** \$24.95 **Member Price:** \$22.46

FILM PRODUCTION

THE COMPLETE UNCENSORED GUIDE

The fastest growing segment of the film business is the production and distribution of small, lower budget, independently financed films. Too much of what passes for movie-making instruction is either an empty pep talk or a collection of impractical generalities. *Film Production: The Complete Uncensored Guide to Independent Filmmaking* cuts through the fluff and provides the reader with the real-world facts about producing. Topics covered include: pre-production; principal photography; post-production; distribution; script structure and dialogue; raising money; limited partnerships; and more.



Item: 2623LE0943728991
Author: Greg Merritt
ISBN: 0943728991 **Store Price:** \$24.95 **Member Price:** \$22.46

MAKING MEDIA

Making Media takes the media production process and deconstructs it into its most basic components. Students will learn the basic concepts of media production: frame, sound, light, time, motion, sequencing, etc., and be able to apply them to any medium they choose. They will also become well grounded in the digital work environment and the tools required to produce media in the digital age. A CD-ROM, compatible with both Macs and PCs, will provide interactive exercises for each chapter, allowing students to explore the process of media production. The text is heavily illustrated and complete with sidebar discussions of pertinent issues.

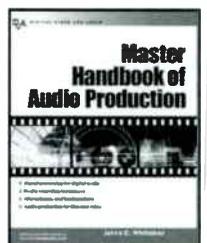


Item: 2750
Author: Jan Roberts-Breslin
ISBN: 024080502X **Store Price:** \$49.99 **Member Price:** \$44.99

MASTER HANDBOOK OF AUDIO PRODUCTION

SAVE 20% OFF THE LIST PRICE OF \$39.95!

This comprehensive guide to today's professional audio is brought to you from one of the leading writers in audio engineering—Jerry C. Whitaker. Covering the full range of modern audio techniques – from digital sound recording in the studio to sound for digital video and film – this book details essential equipment, recording equipment, and digital signal-processing techniques. Readers can learn how to select microphones and loud speakers, produce sound for video and film, make high-quality studio recordings, and discover new audio design tools.

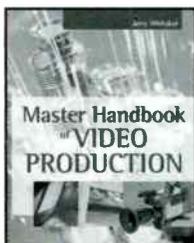


Item: 2077
Author: Jerry C. Whitaker
ISBN: 0071408762 **Store Price:** \$31.96 **Member Price:** \$31.96

MASTER HANDBOOK OF VIDEO PRODUCTION

Perfect for anyone who wants to build skills in the fast-growing field of digital video production, and produce video for TV, HDTV, movies, the Internet, or any other application, *Master Handbook of Video Production* shows you how to:

- Select, install, and work with digital equipment
- Understand MPEG video compression
- Design video production centers
- Master standard-definition and high-definition production
- Assess bandwidth, scanning, and resolution issues
- Optimize use of video computer graphics, time code, and archiving



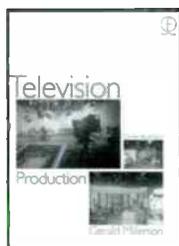
Item: 2098

Author: Jerry C. Whitaker

ISBN: 0071382461 Store Price: \$39.95 Member Price: \$35.96

TELEVISION PRODUCTION

Television Production offers you a very practical guide to professional TV and video production techniques. Here you will find straightforward description and explanations of the equipment you will use, and discover the best ways to use it. You will also learn how to anticipate and quickly overcome typical everyday problems. You will explore in detail all the major features of television production, learning the secrets of top-grade camerawork, persuasive lighting techniques, effective sound treatment, as well as the subtle processes of scenic design and the art of video editing.



Item: 2242

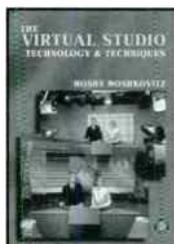
Author: Gerald Millerson

ISBN: 0240514920 Store Price: \$64.95 Member Price: \$58.46

THE VIRTUAL STUDIO

TECHNOLOGY AND TECHNIQUES

This is the first comprehensive overview of virtual studio technology and its practical applications in broadcast stations. It provides a technical overview of each of the main systems on the market, the kinds of programming that are best suited to it, and specific details on its integration into the broadcast station and the production process itself. A companion CD-ROM demonstrates typical and interesting virtual studio productions.



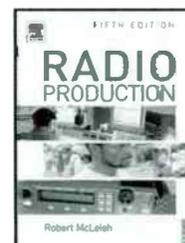
Item: 2047

Author: Moshe Moshkovitz

ISBN: 0240804252 Store Price: \$57.95 Member Price: \$52.16

RADIO PRODUCTION

This classic book is a must-have for anyone involved in radio production, covering everything from operational techniques and producing different programme formats, to conducting interviews and writing for radio. The fifth edition features new and updated information on:



- Digital production, such as the computer editing process, digital recording and DAB
- Automatic playout systems
- Station management
- The internet and internet-only radio stations
- Storytelling, showing simple ways of creating different acoustics
- Remote reporting
- Ethics
- Scheduling

Available June 27, 2005.

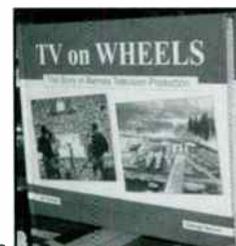
Item: 2195EL0240519728

Author: Robert McLeish

ISBN: 0240519728 Store Price: \$44.95 Member Price: \$40.46

TV ON WHEELS: THE STORY OF REMOTE TELEVISION PRODUCTION

Whether you are involved with one camera live shots, satellite uplinks, or take part in the marquee events that require large "truck" compounds this book celebrates what you do. This book explains the industry on three levels. Foremost it provides a picture essay of the business. It also provides nearly 70,000 words of narration to tie the pictures into a story. The book is a hard bound, glossy, coffee table quality book, 218 pages in length, with nearly 700 photographs and diagrams, most of which are in color.



Item: 2838JB0972779302

Author: Jim Boston

ISBN: 0972779302 Store Price: \$65.00 Member Price: \$58.50

WEB RADIO

RADIO PRODUCTION FOR INTERNET STREAMING

Anyone wanting to set up a low cost web radio station will benefit from the advice and information provided by this book. Not only will you gain technical and practical know-how to enable your station to go live, but also an appreciation of the legal and copyright implications of making radio, potentially for international audiences and in the rapidly evolving environment of the web.



Item: 2519

Author: Chris Priestman

ISBN: 0240516354 Store Price: \$31.95 Member Price: \$52.16

PROGRAMMING

CREATING POWERFUL RADIO

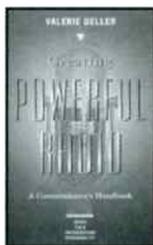
Valerie Geller writes an intelligent and insightful account of the methodical and creative approach to developing a powerful broadcast program. This timely book also offers many practical solutions to problems with programming and personnel. *Creating Powerful Radio* teaches effective techniques to:

- Ensure your news is never boring; even on a slow day
- Discover secrets to improve your show, find and develop new talent and learn powerful interview techniques
- Break the walls between news and entertainment radio
- Managing and motivating high-ego talent

Item: 2282

Author: Valerie Geller

ISBN: 0964793008 Store Price: \$24.95 Member Price: \$22.46



CREATING POWERFUL RADIO WORKBOOK

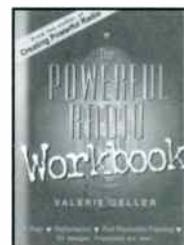
The secret of successful radio is based on personality and talent. This new book will show you how to find and develop that talent. You will learn:

- How to make an aircheck session productive and still keep the respect of your talent.
- To find and identify winning talent
- To take a slow news day and still build exciting programming around it
- What top programmers say about getting results with airchecking
- Successful tips for improving the news
- Improving an average voice and how to move up the ladder

Item: 2282A

Author: Valerie Geller

ISBN: 0964793059 Store Price: \$39.95 Member Price: \$35.96



GUERRILLA TV

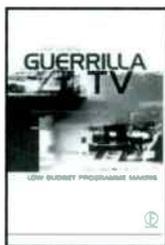
LOW BUDGET PROGRAM MAKING

This book is about empowerment; about making things happen. It is packed full of ideas, inspiration and help. The author, an experienced director/producer/writer, provides an insight into the 'real world' of television program making today. He uses many examples of how different low budget programs have been handled successfully with very professional results. *Guerrilla TV* assumes that you are starting with little more than a desk and a telephone, in a world where everything has to be paid for. The mantra running throughout this book is: 'think before you spend'.

Item: 2046

Author: Ian Lewis

ISBN: 024051601X Store Price: \$47.95 Member Price: \$43.16



MORNING MADNESS CD ROM

99 WAYS TO PREVENT YOUR MORNING SHOW FROM SOUNDING NORMAL

Continuing the tradition of its classic CHEAP RADIO THRILLS series, L.A. Air Force proudly presents the CD you didn't realize you've been waiting for! *Morning Madness* provides you with 99 cool tools to prevent your morning radio show from sounding normal: Deliberately corny music beds for show opens & closes.... "Morning Wake-Up" production pieces (including rap and baroque styles)... Silly musical birthday billboards.... Quiz themes... Feature themes (Tabloid News, Impossible Trivia).... Contest "think beds" and much, much more!

Item: 2147

Author: Dan O'Day

Store Price: \$99.00 Member Price: \$89.10



PURCHASE BOTH MORNING RADIO I AND II FOR \$99.95. (ITEM 2668B)

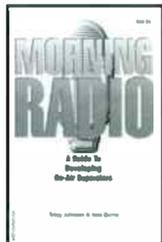
MORNING RADIO: A GUIDE TO DEVELOPING ON-AIR SUPERSTARS

Morning Radio is a powerful, step by step guide for air personalities, programmers and managers that will help you on your way to winning radio! Authored by Tracy Johnson and Alan Burns, *Morning Radio* is one of the most powerful tools of making your show stand out! It's loaded with examples and real-life stories from some of the world's best air personalities. Find out why WPLJ/New York PD (and legendary morning personality) Scott Shannon says *Morning Radio* is the best book he's ever read about radio.

Item: 2668

Authors: Tracy Johnson, Alan Burns

ISBN: 1880846888 Store Price: \$69.95 Member Price: \$62.96



MORNING RADIO II: TURNING THE SCIENCE INTO ART

Morning Radio II is an exciting new book that picks up where *Morning Radio* left off! Authored by KFMB AM/FM General Manager and Program Director Tracy Johnson, you'll find *Morning Radio II* packed with ideas for your show, complete with explanations of the keys to making any idea successful. You not only get the what, but also the how, when, where and why! In *Morning Radio II*, you'll find over 400 pages packed with information and ideas to make your morning show sparkle!

Item: 2668A

Author: Tracy Johnson

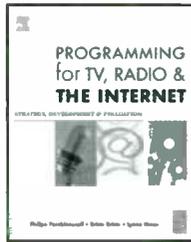
ISBN: 0971460205 Store Price: \$49.95 Member Price: \$44.96



PROGRAMMING FOR TV

RADIO AND THE INTERNET: STRATEGY, DEVELOPMENT AND EVALUATION

Completely updated to include: new programming forms, changes in programming style, and more! Where do program ideas come from? How are concepts developed into saleable productions? Who do you talk to about getting a show produced? How do you schedule shows on the lineup? What do you do if a series is in trouble? The answers to these questions, and many more, can be found in this comprehensive, in-depth look at the roles and responsibilities of the electronic media programmer.

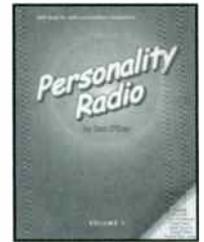


Item: 2311EL0240806824

Authors: Lynne Gross, Brian Gross, Philippe Perebinosoff
ISBN: 0240806824 Store Price: \$54.95 Member Price: \$49.46

PERSONALITY RADIO

This is THE book for disc jockeys who want to make the most out of their careers...and for PDs and GMs who want to make the most out of their disc jockeys. The 38 pages devoted to Contracts and the Job Hunting Survival Guide easily are worth the price of this book...but you get much, much more!



- Show Prep
- Creating Character Voices
- Morning Show Critiques
- Generating Cross-Media Attention
- Using One-Liners Comfortably
- The Air Personality's Ten Commandments
- Building A Bit
- On-Air Telephone Calls
- How To Use Calendar Bits
- Conventions
- Owning The Airwaves

Item: 2913

Author: Dan O'Day

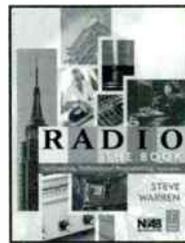
Store Price: \$29.95 Member Price: \$26.96

RADIO: THE BOOK



As entertaining as it is educational, *Radio: The Book* is a must-have guide to success for anyone interested in a career in radio.

Providing a wealth of information and relating his own personal experiences, veteran radio personality, Program Director and Programming Consultant Steve Warren shares trade secrets and industry know-how that would usually take years to accumulate through experience. In such a competitive industry where formal training can be hard to come by, *Radio: The Book, 4e*, is a short-cut to the fast track for current and future programmers and program directors.



Item: 3858NE0240806964

Author: Steve Warren

ISBN: 0240806964 Store Price: \$32.95 Member Price: \$29.66

THE RADIO BOOK: PROGRAMMING AND PROMOTION

The Radio Book: The Complete Station Operations Manuals are a compilation of the best authors and the best articles on running a Radio station. *Volume Two: Programming & Promotion* answers all the most difficult programming & promotion questions including:

- How to get the most out of your air talent.
- The elements of successful programming.
- Ways to make your station sound better.
- Killer promotion ideas.
- How to critique your promotions, etc.



Item: 2182A

Store Price: \$9.99 Member Price: \$8.99

RADIO PROGRAMMING: TACTICS AND STRATEGY

Radio Programming is designed to convey underlying principles and to assist the programmer in accomplishing specific objectives, without mandating exact implementation methods. Instead, it empowers station management and the PD to implement strategies that will work for the particular format and market niche. *Radio Programming* will be helpful for neophytes in programming, experienced programmers seeking further growth, air talent seeking to develop skills, and general managers trying to understand programming and effectively manage program directors without stifling creativity. It will also help general managers hire effective programmers.



Item: 2265

Author: Eric G. Norberg

ISBN: 0240802349 Store Price: \$47.95 Member Price: \$43.16

THIS BUSINESS OF RADIO PROGRAMMING

This Business Of Radio Programming offers a rich, full history of contemporary radio programming. But it's more than just a look at radio's roots; the insights, genius and inspiration that fill this book will make any programmer smarter, hipper, and better equipped to create a great radio station. You will hear first-hand from some of the giants who virtually created contemporary radio...including Bill Stewart, Chuck Blore, Bill Drake and Ron Jacobs. You'll also get candid, in-depth interviews with legendary personalities including Don Imus, Robert W. Morgan, Gary Owens and Charlie Tuna.



Item: 2105B

Author: Dan O'Day

Store Price: \$99.00 Member Price: \$89.10

PROMOTION

BLUEPRINT FOR PROMOTIONAL SUCCESS

These three volumes are packed with practical, easy-to-implement ideas to benefit your station. These "blueprints" tell you not only the name and concept of the promotion, but also how to sell the ideas and bring in the money! Many of the concepts included are complete, ready-to-use packages: just fill in your call letters, your client's name and the prices and you're ready to go. From the promotions director and sales staff to the program director, these books are easy for everyone in your station to use!



VOLUME 1: RETAIL PROMOTIONS: More than 200 promotions sorted by retail category. Filled with new ideas for both on- and off- air to drive new revenue, close balky clients and break records with audience response.

VOLUME 2: HOLIDAY AND SEASONAL PROMOTIONS: 200 plus promotional ideas for all holidays, seasons and special occasions that will easily fit into your station's holiday plans. Most of the concepts involve the Radio station, but can be adjusted to meet your clients' needs.

VOLUME 3: AUDIENCE BUILDING PROMOTIONS: Over 150 great ideas to drive listeners to your station and generate tons of money. Categories include community service, concerts, entertainment parks, special events, office promotions, sporting events, nightclubs, movies and music.

3-Volume Set Item: 2441 Store Price: \$299.00 Member Price: \$269.10

Volume 1 Item: 2441A Store Price: \$109.00 Member Price: \$98.10

Volume 2 Item: 2441B Store Price: \$109.00 Member Price: \$98.10

Volume 3 Item: 2441C Store Price: \$109.00 Member Price: \$98.10

GREAT RADIO PROMOTIONS AND CONTESTS

This creative treasury is crammed with hundreds of exciting contests and promotions that will mean fun for your listeners... and ratings for your station. Proven promotions from all over the U.S. and Canada - plus, many original promotional ideas that have never been done anywhere - yet! *Great Radio Promotions* also reveals what promotions you should avoid and why? Legal considerations. And, of course, lots and lots of great contest ideas for markets.



Item: 2103

Author: Dan O'Day

Store Price: \$34.95 Member Price: \$31.46

PROMOTION AND MARKETING FOR BROADCASTING, CABLE AND THE WEB

Promotion & Marketing for Broadcasting, Cable and the Web has remained one of the only books about promotion for radio, TV, cable, and now the web. The latest edition of this highly-regarded textbook has been updated to encompass the enormous structural and economic changes in the industry since the early 90s. New emphasis is placed on the role of the World Wide Web and global marketing. The fourth edition brings the ever-evolving mission of the web into even greater focus with a new chapter on internet commerce and competition, and the widespread use of the internet as an advertising medium.



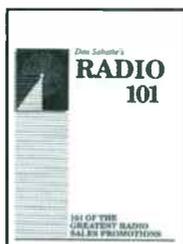
Item: 2661A

Authors: Susan Tyler Eastman, Douglas Ferguson, Robert Klein
ISBN: 024080497X Store Price: \$35.95 Member Price: \$32.36

RADIO 101

RADIO SALES IDEAS AND PROMOTIONS THAT WILL MAKE YOU MONEY

One money making idea after another is described in this book. Its a book that should be in the hands of every radio account executive, sales manager and general manager. Written by 30-year radio veteran and active general manager Don Sabatke, *Radio 101* will add thousands of dollars to your station sales every month. Over 100 radio promotions are described in detail - plus it contains a complete listing of hard to find radio sales promotional items and a monthly listing of idea starters.



Item: 1160

Author: Donald Sabatke

Store Price: \$35.40 Member Price: \$31.86

RESEARCH IN MEDIA PROMOTION

SAVE \$20 OFF THE LIST PRICE OF \$89.95!

Susan Tyler Eastman has assembled this exemplary volume to spotlight media promotion and to examine current research on the promotion of television, radio and Internet programs. The studies included here explore various types of promotion and use widely differing methods and approaches, providing a comprehensive overview of promotion research activities. Chapters include extensive literature reviews, original research, and discussion of research questions and methods to provoke subsequent studies.



Item: 2012B

Author: Susan Tyler Eastman

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Final Year Published!

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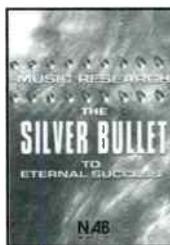
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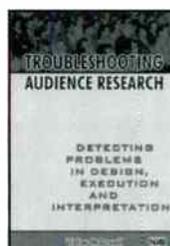
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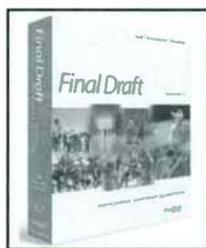
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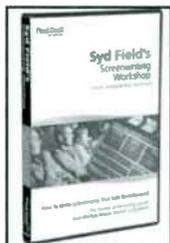
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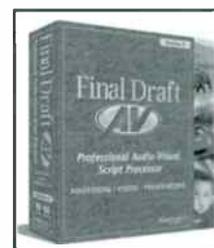
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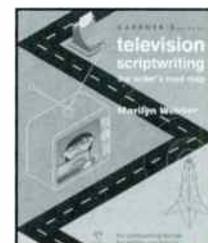
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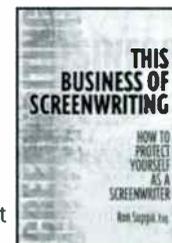
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Author: Ron Suppa, Esq.

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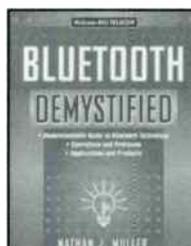
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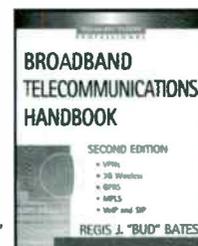
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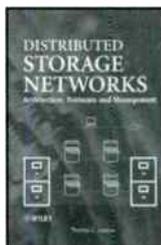
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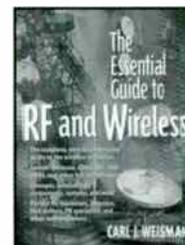
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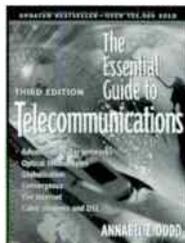
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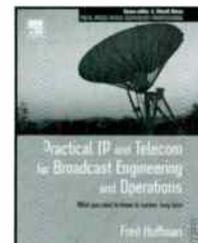
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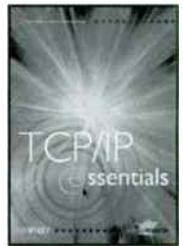
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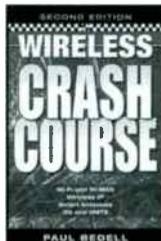
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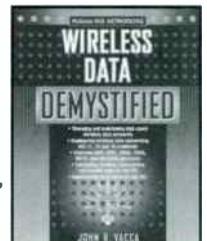
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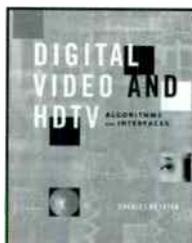
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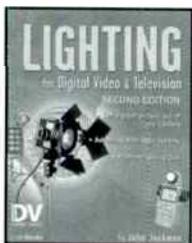
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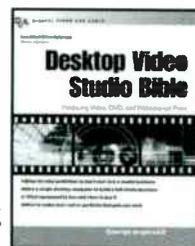
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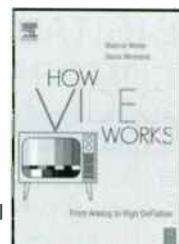
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Author: Herve Benoit

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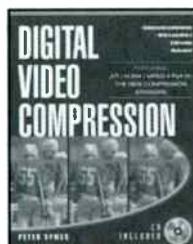
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Author: Peter Symes

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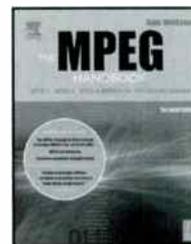
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Author: John Watkinson

ISBN: 024080578X Store Price: \$64.95 Member Price: \$58.46



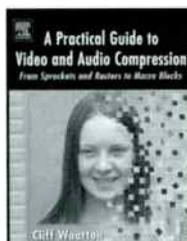
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Authors: Adrian Ramseier, Martin Sitter

ISBN: 0321186524 Store Price: \$34.42 Member Price: \$34.42



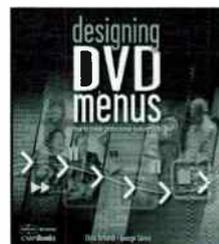
DESIGNING DVD MENUS

The DVD format can get your video out there, but will it get it noticed? It's time to discover how innovative features can give your disc an extra kick. *Designing DVD Menus* is an incredible one-stop guide to the creative side of authoring, helping you to get great results with simple applications, and professional-quality menus using higher-end tools. It covers menu design from beginning to end, with examples of different approaches and real-world insights on style, navigation, and best working practice.

Item: 2967CP1578202590

Authors: Michael Burns and George Cairns

ISBN: 1578202590 Store Price: \$44.95 Member Price: \$40.46



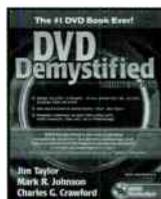
DVD Demystified (3rd Edition)

DVD Demystified has served as DVD's bible since the format first shipped in 1997. Demystifying not only basic technology issues but detailing production and authoring processes, making sense out of the plethora of battling video, audio, and data formats, and clearly explaining how DVD standards and specs dovetail or clash with related digital media standards. Since then, author Jim Taylor has become DVD's most visible guru, now President of the DVD Association, author of the internet DVD FAQ, and profiled by E!Online and DVD Report. This third edition will be almost completely rewritten to cover the major technology, format, and standard changes of the past three years, and will once again include a DVD designed to show the extreme limits of performance of this dynamic technology.

Item: 2466MH0071423966

Author: Jim Taylor

ISBN: 0071350268 Store Price: \$49.95 Member Price: \$44.96



DVD STUDIO PRO 2.0

SAVE 20% OFF THE LIST PRICE OF \$44.95!

HERE IS YOUR OWN PRIVATE DVD-AUTHORIZING CLASS, PRESENTED BY ONE OF THE WORLD'S TOP TRAINERS!

Bruce Nazarian, "the DVD Guy," travels the world, teaching both home users and media professionals how to make world-class DVDs. *DVD Studio Pro 2: The Complete Guide to DVD Authoring* puts his expert advice, time-tested methods, and frustration-evading shortcuts by your side. This book is ready to guide you, any time you want help.

Item: 2168MH0071417184

Author: Bruce Nazarian

ISBN: 0071417184 Store Price: \$35.96 Member Price: \$35.96



DVD STUDIO PRO 3 FOR MAC OS X

VISUAL QUICKPRO GUIDE

With its stunning QuickTime-based movie transitions (Alpha Transitions) and a brand-new Graphic View that lets you interact with your project in a storyboard environment, DVD Studio Pro 3 promises to bring a whole new level of sophistication to your DVD projects. This task-based guide ensures that you start taking advantage of it immediately! In these pages, you'll discover how to build on your existing DVD authoring skills to master version 3's many powerful new features—including more than 30 additional transition styles, superb HD-to-MPEG-2 encoding, and more.

Item: 2575PP0321267893

Author: Martin Sitter

ISBN: 0321267893 Store Price: \$29.99 Member Price: \$26.99



DVD WORKSHOP 2.0 POWER TOOLS FOR DVD AUTHORS

Ulead's *DVD Workshop 2.0* set the DVD authoring world on fire with their version 1.0. This DVD teaches you how to maximize your workflow and revenue using this power tool. Led by Mark Dileo, author of the "Instant DVD Workshop and DVD Workshop Courseware. Nearly 120 minutes in length, you'll be up and running in no time creating powerful interactive menus with mouse rollovers, hidden images, motion menus, playlists, multiple language and directors comments along with many other features in this new application.

Item: 1323SM0000000000

Author: Mark Dileo

Store Price: \$129.99 Member Price: \$116.99

VIDEO DVD AUTHORIZING • PRODUCTION

EVERYTHING YOU EVER WANTED TO KNOW ABOUT DVD

Everything You Ever Wanted to Know About DVD is the most comprehensive, quick look-up guide to DVD facts, figures, and formats available anywhere.

Questions are answered clearly, succinctly, by one of the leading figures in the DVD community. Five major sections:

- General DVD information
- DVD's relationship to other products and technologies
- DVD technical details
- DVDs and the computer
- DVD production

Item: 2724MH007142038X

Author: Jim Taylor

ISBN: 007142038X **Store Price:** \$19.95 **Member Price:** \$17.96



FOCAL EASY GUIDE TO DVD STUDIO PRO 3

FOR NEW USERS AND PROFESSIONALS

This highly illustrated, full color book tells you all you need to know to get up and running quickly using DVD Studio Pro to achieve professional results. All the essential areas are covered: preparing your assets, the DVD SP interface, setting up your DVD, adding tracks, building menus, adding markers, building slideshows, making subtitles and multiplexing. An invaluable first read for users of all levels who want to author DVDs professionally!

Item: 2791EL0240519345

Author: Rick Young

ISBN: 0240519345 **Store Price:** \$24.95 **Member Price:** \$22.46



INSTANT DVD WORKSHOP 2

This Instant guide features carefully detailed screenshots and step-by-step directions that illustrate how to use this powerful software in a concise, time-efficient way. Beginning with the proper installation of the application, you get a complete guide to the DVD authoring process from capturing video to burning disks; with professional tips and techniques for polish and efficient workflow along the way. As a learning tool or a handy reference—this guide is packed with useful, accessible information for novice and experienced users alike.

Item: 2992CP1578202434

Author: Mark Dileo

ISBN: 1578202434 **Store Price:** \$24.95 **Member Price:** \$22.46



INSTANT ENCORE DVD 1.5

Create dynamic DVDs in an instant with Encore™ DVD 1.5. This Instant guide features carefully detailed screenshots and step-by-step directions that illustrate how to use this powerful software in a concise, time-efficient way. Beginning with a tour of the application's interface, you get a complete guide to the DVD authoring process from setting up your first project to burning disks; with professional tips and techniques for polish and efficient workflow along the way.

Item: 2993CP1578202450

Author: Douglas Spotted Eagle

ISBN: 1578202450 **Store Price:** \$19.95 **Member Price:** \$17.96



MAKING DVDS

PERFECT FOR FIRST-TIMERS WHO DEMAND PROFESSIONAL RESULTS

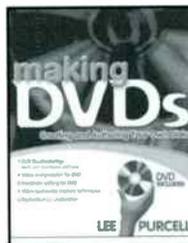
This easy-to-use guide can help any savvy computer user master DVD creation, from zero to done. *Making DVDs* covers the process from planning to development to burning a disc.

Through real-world case studies from some of the luminaries in the DVD field, this book guides you past the pitfalls and helps you reach an audience with your work. The video segments on disc illustrate high-caliber MPEG-2 material from sources such as DV camcorders, DigiBeta camcorders, and 35mm film.

Item: 2185MH0071431918

Author: Lee Purcell

ISBN: 0071431918 **Store Price:** \$29.95 **Member Price:** \$26.96



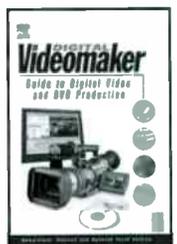
VIDEOMAKER GUIDE TO DIGITAL VIDEO AND DVD PRODUCTION

From the editors of *Videomaker Magazine* comes a guide that takes the novice, step-by-step, through the elements that create a quality video production.

The Videomaker Guide provides information on all the latest tools and techniques available to help you shoot like the pros. The series of short sections covers what you need to know and is easy to dip into as a reference on a shoot. The third edition is bursting with new material and has been updated to include topics like shooting, serving, encoding, streaming, editing tips, making streaming slide shows, MPEG, and DVD and CD authoring and burning.

Item: 2384EL0240805666

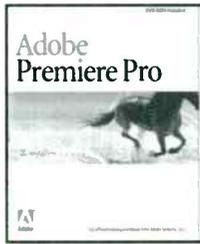
ISBN: 0240805666 **Store Price:** \$24.95 **Member Price:** \$22.46



ADOBE PREMIERE PRO CLASSROOM IN A BOOK

Adobe Premiere Pro sets a new standard for desktop digital video editing. Here to get you up to speed on it quickly and efficiently is the first and last word on the subject from the folks behind Premiere Pro—the Adobe Creative Team.

This project-based volume covers not just the basics of working with audio, creating transitions, and producing titles but also all that's new (and revolutionary) in Premiere Pro: three-point color correction, multiple timelines, a new audio mixer, enhanced media management, and more. Best of all, the accompanying DVD includes real footage that you can practice on!



Item: 2511PP0321193784

ISBN: 0321193784 Store Price: \$45.00 Member Price: \$40.50

APPLE PRO TRAINING SERIES: FINAL CUT PRO 4

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In *Apple Pro Training Series: Final Cut Pro 4*, master teacher Diana Weynand delivers a comprehensive course on Apple's high-end video editing software. Each chapter represents a complete lesson in some aspect of Final Cut Pro with a project for you to complete, a review section to test your knowledge, and bonus exercises to reinforce the lessons. After getting acquainted with the software's interface, you'll dive into chapters on marking and editing, and more before moving on to advanced topics.



Item: 2338PP0321186494

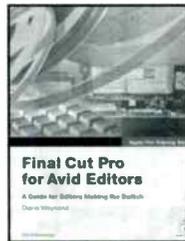
Author: Diana Weynand

ISBN: 0321186494 Store Price: \$38.24 Member Price: \$38.24

APPLE PRO TRAINING SERIES: FINAL CUT PRO FOR AVID EDITORS

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The only Final Cut Pro 4 training designed for Avid editors and certified by Apple! Using Avid images and terminology, master teacher Diana Weynand shows you how to perform the tasks you've been doing in Media Composer by using Final Cut Pro instead. You will find detailed feature comparisons, practical conversion tips, and instructions on how to use Final Cut Pro features that aren't available in Media Composer.



Item: 2505DM0000000000

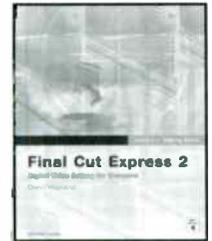
Author: Diana Weynand

ISBN: 0321245776 Store Price: \$38.24 Member Price: \$38.24

APPLE PRO TRAINING SERIES: FINAL CUT EXPRESS 2

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A self-paced learning tool, as well as the approved curriculum for all Apple-certified trainers on the product, *Apple Pro Training Series: Final Cut Express 2* offers step-by-step instruction in all aspects of the revolutionary app that's bringing professional-level editing to the masses. Each chapter represents a complete lesson—with a project to complete, a review section, and bonus exercises to reinforce the lessons.



Item: 2338PP0321256158

Author: Diana Weynand

ISBN: 0321256158 Store Price: \$38.24 Member Price: \$38.24

APPLE PRO TRAINING SERIES: ADVANCED EDITING AND FINISHING TECHNIQUES IN FINAL CUT PRO HD

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In this book, the post-production and training company, Digital Film Tree and award winning video editor Michael Wohl provide you with step-by-step instruction in all of the tasks real filmmakers are most interested in: color correction, advanced editing and effects, offline and online workflows, working with HD and more.

Item: 2516PP0321197267

Author: Michael Wohl

ISBN: 0321197267 Store Price: \$38.24 Member Price: \$38.24



AVID MADE EASY

VIDEO EDITING WITH AVID FREEDY AND THE AVID XPRESS FAMILY

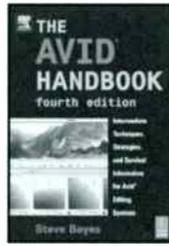
Avid made non-linear video editing possible. This book makes it easy, even if you have no experience at all. In as little as a week, its clear instruction and realistic, practical tutorials will help you master every aspect of video editing with Avid. Know where all the tools are, and quickly find the easiest way to access any Avid function. Easily manage all your video sources, multiple audio tracks, and transitions and trims! Get just the right amount of information for the task at hand, such as keyframing audio. But *Avid Made Easy* is more than a comprehensive introduction to the capabilities of Avid Xpress and Free DV products. Author Jaime Fowler brings every bit of his vast experience to bear, helping you choose the right approach for every situation. He even teaches advanced techniques that you won't find covered in any Avid manual. The enclosed DVD contains your personal copy of Free DV, all the files you need to complete the book's tutorials, and a collection of the hottest Avid plug-ins.



VIDEO EDITING

THE AVID HANDBOOK

The Avid Handbook caters to video editors bordering on intermediate who are ready to unleash the full power of the Avid but don't know where to start. Rather than focusing on arcane keystrokes, the book teaches production procedures, the real key for getting a job done. Time saving, shortcuts, and strategies are emphasized, and the author tackles such real-world problems as set up, keeping a facility running, minimizing crashing, and troubleshooting head on. Bayes has helped thousands to avoid downtime and maximize creative time.



Item: 2530EL0240805534

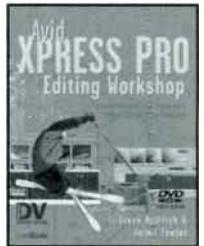
Author: Steve Bayes

ISBN: 0240805534 **Store Price:** \$39.95 **Member Price:** \$35.96

AVID XPRESS PRO EDITING WORKSHOP

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Go beyond the mechanics of Avid Xpress Pro 4.6—learn how to edit with it!



More than a button-pushing manual, this editing workshop delivers practical insight into the art and technique of editing. You develop a working knowledge of the principles and techniques of editing that enable you to shape your raw footage into a coherent, compelling, original story. Put your new-found skills to the test by performing the chapter tutorials. Complete project files, including Quicktime movies and royalty-free stock footage, are included on the companion DVD.

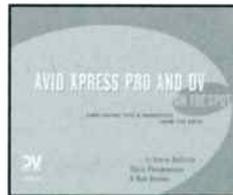
Item: 2983CP1578202388

Authors: Steve Hullfish, Jaime Fowler

ISBN: 1578202388 **Store Price:** \$39.96 **Member Price:** \$39.96

AVID XPRESS PRO AND DV ON THE SPOT

Packed with more than 300 techniques, this book delivers what you need to know—on the spot. Its concise presentation of professional techniques is suited to editors of all experience levels. No need to wade through tomes of documentation. Avid Xpress Pro and DV On the Spot presents immediate solutions in an accessible format. You can zero in quickly to just the solution you need the moment you need it. Written by Avid-certified trainers, it clearly illustrates all the essential methods that pros use to get the job done efficiently and creatively.



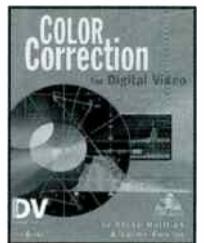
Item: 2989CP157820254X

Authors: Hullfish, Phrommayon, Donlon

ISBN: 157820254X **Store Price:** \$27.95 **Member Price:** 25.16

COLOR CORRECTION FOR DIGITAL VIDEO

Use color to improve your storytelling, deliver critical emotional cues, and add impact to your videos. Beginning with a clear, concise description of color and perception theory, this book shows you how to analyze color correction problems and solve them—whatever NLE or plugin you use. Experienced editors and colorists in their own right, the authors also include the wisdom of top colorists, directors of photography, and color scientists to deliver this insightful and authoritative presentation of the theory and practice of color correction. The companion CD-ROM includes graphic files for the tutorial projects, software tools, plugins, and full-length interviews with experts.



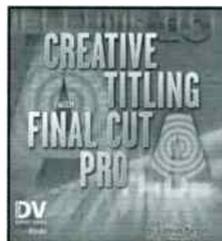
Item: 2960

Authors: Steve Hullfish, Jaime Fowler

ISBN: 1578202019 **Store Price:** \$49.95 **Member Price:** \$44.96

CREATIVE TITLING WITH FINAL CUT PRO

Since its first release, Final Cut Pro has been the most powerful video-editing package on the Mac. Only now, however, does it have the titling tools to match. In *Creative Titling with Final Cut Pro*, Diannah Morgan teaches you how to use these tools to produce title sequences that add class to a corporate video or give movies a Hollywood sheen. The introduction runs through the basic theory of titling, covering the approaches taken in film and TV with real-world examples and clear explanations.



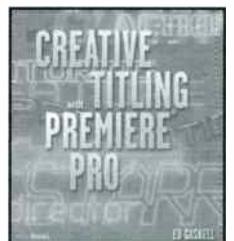
Item: 2978CP1578202337

Author: Diannah Morgan

ISBN: 1578202337 **Store Price:** \$44.95 **Member Price:** \$40.46

CREATIVE TITLING WITH PREMIERE PRO

Learn how to create your own amazing titles using this powerful video-editing application. More than just another technical manual, the book features step-by-step examples that explain the techniques and the creative thoughts behind them. Whether you're an aspiring filmmaker or a professional looking for an edge, this book will help you to give your work a boost. The introduction runs through the basic theory of titling, covering the approaches taken in film and TV with real-world examples and clear explanations.



Item: 2979CP1578202337

Author: Ed Gaskell

ISBN: 1578202337 **Store Price:** \$44.95 **Member Price:** \$40.46

EDITING DIGITAL VIDEO

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Superb solutions to edit your video! For the amateur, turn your family videos into stories. For the professional, learn to cut your films using the latest digital video tips and tricks. A pair of award-winning professionals share their insights. *Editing Digital Video* explains how to use any tool – from iMovie or Premiere to appliances like Casablanca and Screenplay or professional systems such as Avid, Discreet, Media 100 – to turn your imagination into results fast.



Item: 2835

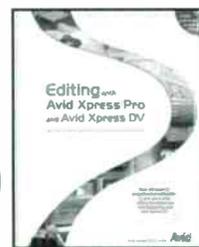
Authors: Robert M. Goodman, Patrick McGrath

ISBN: 0071406352 Store Price: \$31.96 Member Price: \$31.96

EDITING WITH AVID XPRESS PRO AND AVID XPRESS DV

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Through step-by-step instructions, real-world examples, loads of screen shots, and an accompanying DVD that includes all of the professionally produced footage used in the exercises, you'll learn how to input and organize source footage, edit sync and non-sync material, trim sequences, adjust audio, create titles, output work, and more. Along the way you'll unlock the power of all of Xpress Pro's new features as well: automatic expert color correction (which allows single-click correction of entire sequences), advanced filtering and effects, powerful film support, high-quality output, and more.



Item: 2807PP0321199693

ISBN: 0321199693 Store Price: \$33.99 Member Price: \$33.99

FINAL CUT PRO

TIME-SAVING TIPS & SHORTCUTS FROM

Master the craft of editing with Final Cut Pro 5. This book outlines an effective approach that cuts to the heart of the art and technique of editing with eight tutorials that cover the essentials: capturing your material, organizing it, editing, adding transitions, basic titling and sound techniques, and outputting from the application. Edit with confidence by learning the editing methods taught in film schools through concise lessons from Tom Wolsky, master editor and experienced teacher. Both novices and editors who have used previous versions of Final Cut Pro will learn the new features such as native HDV capture and editing, interface enhancements, an improved Log and Capture window, and the new Reconnect Media interface, understanding how they affect workflow and editing for both single- and multi-camera projects.



Item: 1078CP0071470158

Authors: Tom Wolsky

ISBN: 1578202868 Store Price: \$34.95 Member Price: \$31.96

FINAL CUT PRO ON THE SPOT

TIME-SAVING TIPS & SHORTCUTS FROM THE PROS



Packed with more than 350 techniques, this book delivers what you need to know—on the spot. No need to wade through tomes of documentation. *Final Cut Pro On the Spot* presents immediate solutions in an accessible format. You can zero in quickly to just the solution you need the moment you need it. Written by Apple-certified trainers, it clearly illustrates all the essential methods that pros use to get the job done efficiently and creatively.



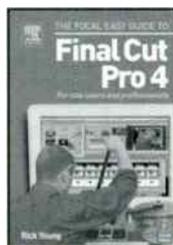
Item: 2975CP1578202612

Authors: Richard Harrington, Abba Shapiro

ISBN: 1578202612 Store Price: \$27.95 Member Price: \$25.16

THE FOCAL EASY GUIDE TO FINAL CUT PRO 4

In this highly visual, color book Rick Young covers all the essential areas: the interface, set-up and capture, editing, rendering, effects, audio and output, as well as a unique, invaluable introduction to the power LiveType and Soundtrack add to Final Cut in this upgrade. Using this book you can start cutting immediately, whatever you edit, whatever the format. This is an ideal introduction whether you are a professional moving over to Final Cut Pro from another package or system, a new user, or a real-world film maker who wants to get the best results from Final Cut Pro, fast!



Item: 2779EL0240519256

Author: Rick Young

ISBN: 0240519256 Store Price: \$24.95 Member Price: \$22.46

FOCAL EASY GUIDE TO PREMIERE PRO

This highly illustrated, full color book tells you all you need to know to get up and running quickly using Adobe Premiere Pro to achieve professional results. It covers the essentials, so you can apply the knowledge to your project immediately. All the important areas are covered: set up, the interface, editing, effects, integration with other Adobe products, and finishing. An invaluable first read for users of all levels who want to achieve professional results.



Item: 2759EL0240805674

Author: Tim Kolb

ISBN: 0240805674 Store Price: \$21.95 Member Price: \$19.76

VIDEO MOTION GRAPHICS • EFFECTS

AFTER EFFECTS IN PRODUCTION

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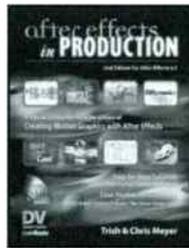
Take your After Effects skills to a new level! Twelve step-by-step tutorials, designed by industry professionals, explore a variety of creative approaches as they teach useful design concepts and production techniques.

Updated for After Effects 6.5, this new edition covers the most significant Version 5 and 6 features including 3D space, cameras, lights, parenting, text, animation presets, paint, and expressions. Each carefully structured project presents the "why" behind the steps, so you can adapt these techniques to your own designs and motion graphics work.

Item: 2122CP1578202647

Authors: Trish and Chris Meyer

ISBN: 1578202647 Store Price: \$39.96 Member Price: \$39.96



AFTER EFFECTS ON THE SPOT

Packed with more than 400 techniques, this book delivers what you need to know—on the spot. No need to wade through tomes of documentation. *After Effects On the Spot* presents immediate solutions in an accessible format. You can zero in quickly to just the solution you need the moment you need it. Written by Adobe-certified experts, it clearly illustrates all the essential methods that pros use to get the job done efficiently and creatively. Screenshots and step-by-step instructions show you how to use After Effects 6.5.

Item: 2982CP1578202396

Authors: R. Harrington, R. Max, M. Geduld

ISBN: 1578202396 Store Price: \$27.95 Member Price: \$25.15



CREATING MOTION GRAPHICS WITH AFTER EFFECTS, VOL. 1

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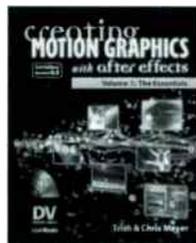
NEW EDITION!

Creating Motion Graphics is divided into two volumes. *Volume 1: The Essentials* is for all users of the version 6.5 Standard edition. It covers the core concepts and tools you need to tackle virtually every job, including keyframe animation, masking, mattes, 3D space, and over 100 plug-in effects. This thoroughly updated third edition features new chapters on mastering the new Type tool for dynamic text animation, plus Animation Presets for saving and recalling your work.

Item: 2968CP1578202493

Authors: Trish and Chris Meyer

ISBN: 1578202493 Store Price: \$50.96 Member Price: \$50.96



CREATING MOTION GRAPHICS WITH AFTER EFFECTS, VOL. 2

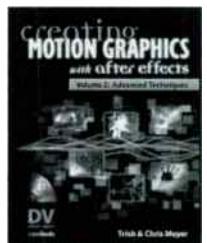
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Volume 2 focuses on how After Effects integrates with other programs vital to the motion graphics workflow and technical details of preparing files for broadcast. It includes targeted chapters on subjects such as alpha channels; working with Adobe Illustrator and Photoshop; type effects; keyframe assistants; expressions; audio; keying; time remapping; motion tracking and stabilization; integrating with nonlinear editing systems and 3D applications; Web graphics; interlaced video; 3:2 pulldown; luminance and IRE issues; working with NTSC, PAL, widescreen, and HiDef video; film issues; and advanced rendering techniques.

Item: 2971

Authors: Trish and Chris Meyer

ISBN: 1578202078 Store Price: \$50.96 Member Price: \$50.96



FOCAL EASY GUIDE TO AFTER EFFECTS

SAVE 15% OFF THE LIST PRICE OF \$24.95!

This ideal quick reference to Adobe's motion graphics and visual effects software package, *After Effects*, includes an easy to understand collection of instructive examples that are simple to understand and put into practice. Learn how to become a resourceful creative artist straight away! Learn how to open and install After Effects and be up-and-running out of the box immediately, attacking problems with clear examples from which you can build on or extrapolate concepts.

Item: 2758EL024051968X

Author: Curtis Sponsler

ISBN: 024051968X Store Price: \$21.21 Member Price: \$21.21



INSTANT BORIS EFFECTS

Create your own awesome effects and titles with this complete guide for novice and intermediate users of Boris Graffiti, FX, and Red. Beginning with an orientation to the user interface, section one then presents an overview of the preferences settings and the OpenGL features of the software. Then it introduces the essentials: how masks, splines, containers, and filters work; how to apply Boris effects through your NLE; and how to benefit by using the standalone applications. Advanced users will find this section useful as a quick reference guide. Look up a control or setting to see what it does or how to change it.

Item: 2973CP1578202620

Author: Chris Vadnais

ISBN: 1578202620 Store Price: \$24.95 Member Price: \$22.46



VIDEO PRODUCTION

BASICS OF VIDEO PRODUCTION

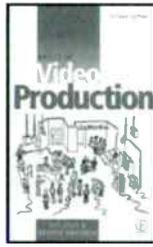
SAVE 20% OFF THE LIST PRICE OF \$26.95!

Basics of Video Production is a primer for anyone wishing to learn about video production. It describes the principles and processes involved in obtaining professional results in educational, training and corporate environments. Assuming little prior knowledge, this book takes the reader on a guided tour around a studio or location production, examining the production process from conceptualisation to the final screening.

Item: 2680

Authors: Des Lyver & Graham Swainson

ISBN: 0240515609 Store Price: \$21.56 Member Price: \$21.56



PLACING SHADOWS

LIGHTING TECHNIQUES FOR VIDEO PRODUCTION

NEW EDITION!

A mix of theory and practical applications, *Placing Shadows* covers the physical properties of light and the selection of proper instruments for the best possible effect. For the student, advanced amateur, and pros trying to enhance the look of their productions, this book examines the fundamentals and is also a solid reference for tips on better performance. Includes up-to-date equipment and techniques such as lighting for High Def, HMI lighting, etc. Covers the fundamental properties of light as well as many tips and tricks.

Item: 2487EL0240806611

Authors: Chuck Gloman, Tom LeTourneau

ISBN: 0240806611 Store Price: \$34.95 Member Price: \$31.46



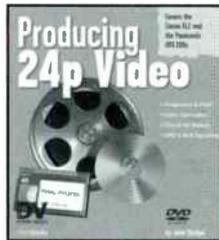
PRODUCING 24P VIDEO

This introductory "crash course" in 24p video production is ideal for the student and new filmmaker. Each chapter is constructed to include techniques, examples, tips, and case studies. Field techniques include real-world setups (close-up, medium shot, wide shot) presented as demonstrations or tutorials. Case studies present profiles of people producing 24p projects. Software tutorials include step-by-step instructions that illustrate how to work with 24p material in NLE, compositor, DVD authoring, and audio applications.

Item: 2972CP1578202639

Author: John Skidgel

ISBN: 1592005993 Store Price: \$54.95 Member Price: \$49.96



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NEW EDITION!

Single-Camera Video Production, Fourth Edition clearly explains the technology and the equipment of video production and details step-by-step the professional-level techniques that can be applied to any type of production or budget. In addition, this manual will train you to integrate technique, equipment, and creative concerns within the production process from preproduction planning through final editing.

Item: 2774EL0240807065

Author: Alan Bermingham

ISBN: 0240807065 Store Price: \$21.56 Member Price: \$21.56



VIDEO PRODUCTION

DISCIPLINES AND TECHNIQUES WITH POWERWEB

This text introduces students to the operations underlying multiple-camera video production. Written in an accessible style that appeals to students, it covers the basics of television production with an emphasis on studio production. While the main focus is on equipment and techniques that students use, *Video Production* also covers more advanced equipment and techniques used in the professional world. The 9th edition adds information about preparing video material for the Web and for DVDs, updates on HDTV, and more.

Item: 2744MH0073018023

Authors: Lynne Schafer Gross, James Foust, Thomas Burrows

ISBN: 0073018023 Store Price: \$80.93 Member Price: \$72.84



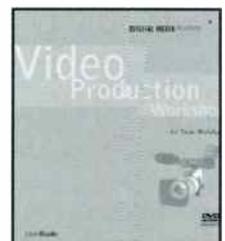
VIDEO PRODUCTION WORKSHOP

Video Production Workshop is the first book written to be accessible and appealing to a younger, digitally savvy audience interested in learning the full range of skills involved in planning and executing a video project. It introduces all the digital tools and basic techniques in sequence for readers to build proficiency and gain a well-rounded mastery of the art and craft of video production. Author Tom Wolsky begins with lessons in video editing and camera handling, then moves on to scripting and storyboarding a production. Available May 2005.

Item: 2996CP157820268X

Author: Tom Wolsky

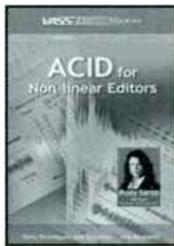
ISBN: 157820268X Store Price: \$34.95 Member Price: \$31.46



VIDEO SOUND

ACID FOR NONLINEAR EDITORS DVD

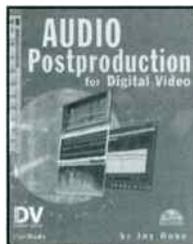
This 200 minute (3 hour plus) DVD contains everything you need to know to score royalty-free music ACID 4.0® from Sony. For those not currently owning ACID®, the DVD also includes hundreds of loops and a free version of ACID®. Rudy Sarzo, a founding member of Quiet Riot, bassist for Ozzy Osbourne and Whitesnake in the monster days of MTV, and currently on tour with Yngwie Malmsteen, takes the most elementary user into the starting gate with ACID 4.0® and provides seasoned video editors with information they need to complete great scores for video.



Item: 1324SM0000000000
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AUDIO POSTPRODUCTION FOR DIGITAL VIDEO

Specializing in sound after the shoot, this book features many practical examples, cookbook recipes, and tutorials. Audio theory, when necessary, is presented in plain English with plenty of visual analogies. Experienced producers will learn how to solve technical and creative problems quickly. The one-hour audio CD features platform-independent diagnostics, demonstrations, and tutorial tracks. Novices will learn how to improve their soundtrack—even after the actors have gone home.



Item: 2078
Author: Jay Rose
ISBN: 1578201160 **Store Price:** \$44.95 **Member Price:** \$40.46

INSTANT SOUND FORGE

The third book in CMP's new V.A.S.S.T. series produced in cooperation with the Sundance Media Group, *Instant Sound Forge* is a general guide to the operation of the application and a graphic "cookbook" of specific techniques for using Sound Forge to fix (hide mistakes) and sweeten (improve) audio. Novices can quickly achieve great results by gaining command of the basic recording and editing functions, while professionals will learn how to use the application's more sophisticated tools, advanced features, and shortcuts to streamline their workflow and achieve new audio heights.



Item: 2990CP1578202442
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ISBN: 1578202442 **Store Price:** \$24.95 **Member Price:** \$22.46

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Item: 2203PP032124690X
Author: Mary Plummer
ISBN: 032124690X **Store Price:** \$35.99 **Member Price:** \$35.99

INSTANT ACID

Musicians can augment existing loops by recoding their own loops, or by using it to create entire tracks that don't loop. This Instant series guide uses carefully detailed screenshots and step-by-step directions to detail how you can use ACID in a concise, time-efficient way. Beginning with a review of the fundamental concepts, you get a complete guide to loop-based music including: advanced looping techniques, methods to create your own loops, as well as a grab bag full of valuable tips and tricks.



Item: 2966CP1578202663
Authors: John Rofrano, Iacobus
ISBN: 1578202663 **Store Price:** \$24.95 **Member Price:** \$22.46

INSTANT SURROUND SOUND

Sound editors and mixers take a number of different audio recordings - dialogue recorded on the movie set, sound effects recorded in a dubbing studio or created on a computer, a musical score - and decide which audio channel or channels to put them on to best achieve a realistic effect for the listener. The fifth title in the new VASST Instant Series, *Instant Surround Sound Audio* demystifies the multichannel process for both musical and visual environments. A comprehensive resource, it's packed with tips and tricks that help the reader avoid the most common pitfalls.



Item: 2994CP1578202469
Author: Jeffrey P. Fisher
ISBN: 1578202469 **Store Price:** \$24.95 **Member Price:** \$22.46

INSTANT VEGAS 5

As a learning tool or a handy reference—this guide is packed with useful, accessible information for novice and experienced users alike. Beginners get a no-fluff introduction to the intelligent use of Vegas, while more experienced users get real-world examples and creative suggestions for producing better projects. VEG files related to projects found in this book may be downloaded from the VASST Web site (www.vasst.com).



Item: 2991CP1578202604

Author: Douglas Spotted Eagle

ISBN: 1578202604 Store Price: \$24.95 Member Price: \$22.46

NOW HEAR THIS: SUPERIOR SOUND FOR DIGITAL VIDEO DVD

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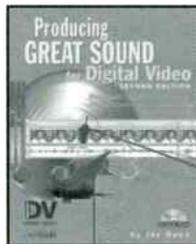
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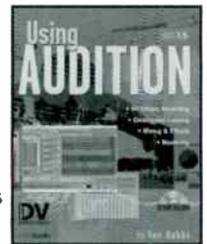
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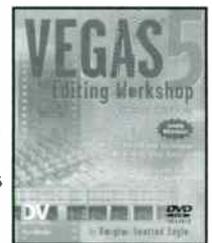
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Item: 2987CP1578202574

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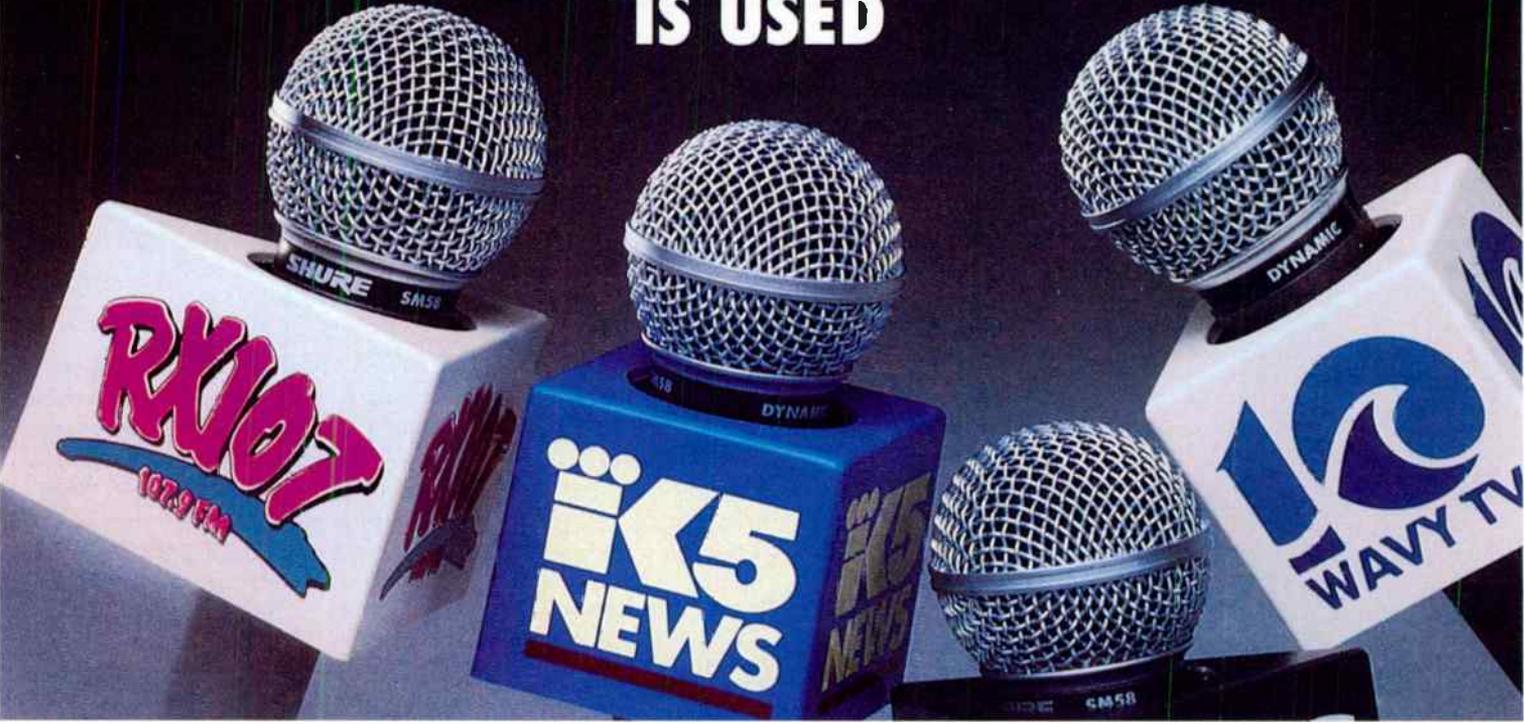
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MICROPHONE (MIC) FLAGS

- REC** Four sided rectangular form; single mold measuring 2-1/2" x 2-1/2" x 2-1/4"
- TRI** Three sided rectangular form; single mold measuring 3-3/4" x 3-3/4" x 2-1/4"
Hard opening in top of both shapes: 1-5/8" diameter.

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Electronic art must be a vector created graphic for pc. Adobe Illustrator and Photoshop files are most easily manipulated for this product. For any other software, please save and export as an .eps file. (Merely renaming the file as an .eps will not work.) Art must be a minimum of 600 dpi. Graphics for web use are not acceptable. Please advise of Pantone color numbers. All electronic artwork subject to review for feasibility and may incur an art charge. Standard block letters and numbers, in lieu of electronic or camera-ready art, can be requested at no additional cost.

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		10	20	30	50	100	
One color/one design	\$57.50	16.25	15.25	13.25	12.75	12.25	
Each additional design/ design element/color	\$57.50	3.50	3.25	3.00	2.75	2.50	

Sample pricing:
(on white flag)
Ten units with one logo of one color at \$16.25 each = \$162.50
Add one set-up = \$57.50
Total = \$220.00

Ten units with one logo of two colors at \$19.75 each = \$197.50
Add two set-ups = \$115.00
Total = \$312.50

Ten units with two logos of two colors at \$26.75 each = \$267.50
Add four set-ups = \$230.00
Total = \$497.50

Shipping additional to above pricing (\$9.00/per 10 units UPS Ground)
Imprinting of NON-WHITE mic flags most often incurs additional charges, please inquire for quote.

METHOD OF PAYMENT:

PRE-PAYMENT MUST ACCOMPANY ALL ORDERS.
Please enclose a check or money order in the amount of the purchase with your order. Credit cards also accepted.

*Camera-ready artwork is defined by us as a finished piece of art that needs no touch-up or clean-up. This piece of art is ready for photography and printing "as-is", to size. This does not include photocopies, business cards or bumper stickers. Please inquire if you need further explanation.

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Investing In Television® Market Report

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