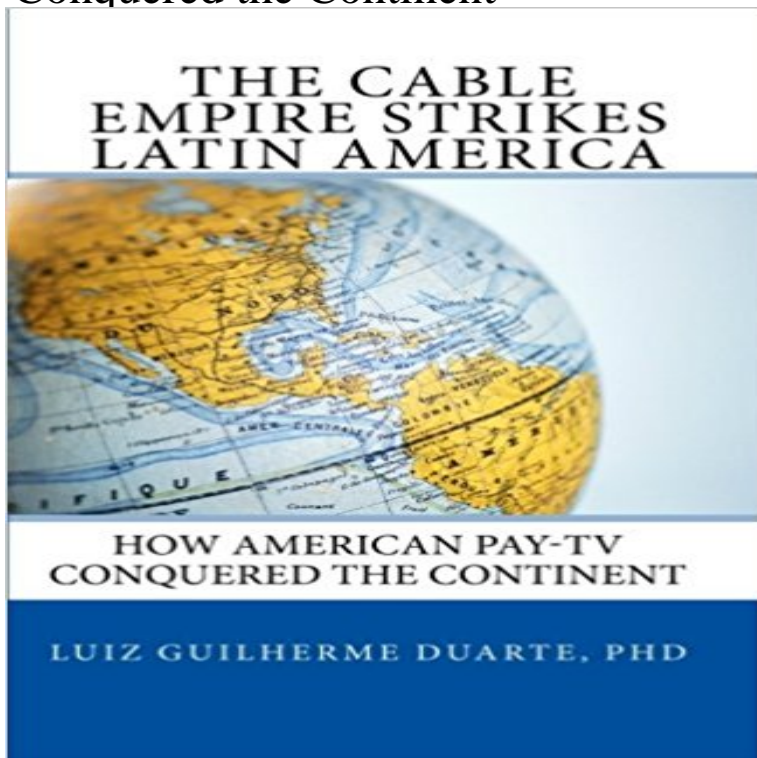


The Cable Empire Strikes Latin America: How American Pay-TV Conquered the Continent



In the mid-90s, a host of media companies ventured into Latin America, promoting a boom in the emerging pay-TV industry of the region. Not all companies survived though. What led to this industry expansion and the survivors secret for success is the topic of this extensive first-hand account by media researcher Luiz G. Duarte, who experienced the ups and downs and lived to tell the story. Beyond an academic review of both the marketing and social sciences theories that could possibly explain the facts, the book also represents a detailed history of this industry trend for anyone interested in doing well in this business.

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