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***Bonilla y Asociados***  
*desde 1950*



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"At once brilliant and accessible, it is without peer when it comes to detailing the big picture and complex nuances of how cultural industries work. Every student of the media should have this book on their shelf"

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As one of the most read, most studied and most cited media studies texts, this new edition is a must for any student of media and communication studies, the creative industries, cultural studies and the sociology of the media.