

# Promotional Screen Industries By Paul Grainge;Catherine Johnson

By Paul Grainge;Catherine Johnson

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## The Art of Promotion: Understanding the -

Understanding the Promotional Screen and promotion in the screen industries. Grainge is the author and with Catherine Johnson,

<http://www.nottingham.edu.my/Social-Sciences/Eventsrecords/The-Art-of-Promotion-Understanding-the-Promotional-Screen-Industries.aspx>

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## Catherine Johnson | LinkedIn -

View Catherine Johnson's (United Kingdom) professional profile on LinkedIn. LinkedIn is the world's largest business network,

<http://uk.linkedin.com/pub/catherine-johnson/74/693/448>

## Paul Grainge - The University of Nottingham -

paul.grainge@nottingham.ac.uk; Promotional Screen Industries (co-authored with Catherine Johnson) (Routledge, 2015)

<http://www.nottingham.ac.uk/cfm/Staff/paul.grainge>

## Amazon.com: Promotional Screen Industries -

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<http://cdon.se/e-b%3b6cker/johnson-catherine/promotional-screen-industries-33166981>

## Catherine Johnson | University of Nottingham | -

Catherine Johnson, Paul Grainge and Catherine Johnson explore the account of productive fieldwork across media in the promotional screen industries.

<http://nottingham.academia.edu/CatherineJohnson/Books>

## Promotional Screen Industries - 9780415831666 - -

Promotional Screen Industries - Paul Grainge Catherine Johnson Paul Grainge and Catherine Johnson explore the fast-moving world of promotional screen work.

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**Promotional Screen Industries (Paperback) - -**

promotional media have become a central part of contemporary screen life. Promotional Screen Industries is the By Paul Grainge, Catherine Johnson.

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**TAOP - Nottingham -**

and promotion in the screen industries. Grainge is the author and editor of six books, including Promotional Screen Industries (co-authored with Catherine Johnson

<http://www.nottingham.edu.my/HTML-emails/SMLC/TAOP.aspx>

**Academia.edu | Documents in Television Marketing - -**

Television Marketing. Paul Grainge and Catherine Johnson explore the account of productive fieldwork across media in the promotional screen industries.

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**Forthcoming Advertising Industry Books - Taylor & -**

Promotional Screen Industries By Paul Grainge, Catherine Johnson Published April 13th 2015; Advertising for Account Holders (RLE Marketing) By Nigel Linacre

<http://www.sponpress.com/books/subjects/SCEB040845/forthcoming/>

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<http://cstonline.tv/why-we-should-care-about-who-makes-the-bbcs-promotional-content>

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**Paul Grainge | University of Nottingham - -**

Paul Grainge, University of Paul Grainge and Catherine Johnson explore the Promotional Screen Industries encourages us to see promotion as a professional and  
<http://nottingham.academia.edu/PaulGrainge>

**BA (Hons) Media Production | It's all about making -**

Last week 12 media production students and I went on a fun day On a similar theme Catherine Johnson s Promotional Screen Industries, by Paul Grainge and  
<http://ljmmediaproduction.com/>

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**Screen Focus The Mutual Benefits of Engaging -**

By Catherine Johnson, media workshop organised by Paul Grainge at the University would be of value to Red Bee and the promotional screen industries more  
<http://blogs.nottingham.ac.uk/screenfocus/2013/12/11/engaging-industry/>

**Book on Promotional Screen Industries Published by -**

CFM staff Paul Grainge and Catherine Johnson have recently published their book titled Promotional Screen Industries with Routledge. From the trailers and promos that  
<http://www.nottingham.ac.uk/cfm/news/promotional-screen-industries-routledge.aspx>

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