



## TV: Sex, Lies & Promos; Ca\$hing In On TV's Best Kept Secret

By Deirdre Hanssen, Jodi F. Gottlieb

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### **Bibliography**

- Sales Rank: #4425149 in Books
- Brand: Brand: Promo Zone
- Published on: 2000-03
- Original language: English
- Number of items: 1
- Dimensions: .71" h x 5.50" w x 8.43" l,
- Binding: Paperback
- 272 pages



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### **Editorial Review**

#### **About the Author**

Deirdre Hanssen & Jodi F. Gottlieb have 20 years of experience in writing, producing, directing and editing TV promos for ABC, CBS, NBC, FOX, WB and several cable channels. They are members of the Writer's Guild of America, Academy of Television Arts & Sciences, and teach courses in creating TV trailers at UCLA in Los Angeles.

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