

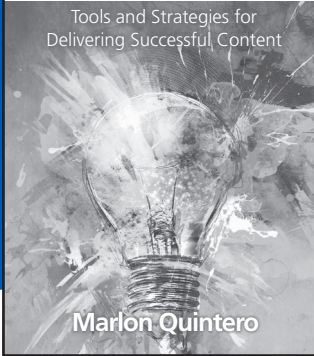
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Tools and Strategies for Delivering Successful Content



Innovation for Media Content Creation

Tools and Strategies for Delivering Successful Content

By Marlon Quintero

Innovation for Media Content Creation provides a fresh approach to the strategic, logistic, creative, and managerial aspects of media content and television programming development. Mr. Quintero has taken the philosophy and methodologies of innovation that have traditionally been confined to use in product development and manufacturing or technological environments, and applied it in the media industry. This well-organized, step-by-step guide provides the framework and tools needed to deliver innovative, creative content successfully and consistently in today's multi-platform television landscape. Executives, creative professionals, and students alike will find value in this one-of-a-kind book.

"Marlon Quintero has written an amazing book that brings together years of research and professional experience, and clearly explains innovation and the creative process. This book is a must-have for anyone involved in the creative process who is asking where is the next hit coming from? This book answers that question."

—**Carlos R. Bardasano**, Vice President, Original Content, Univision Communications Inc.

• • •

"**Innovation for Media Content Creation** is an essential handbook for today's media professional interested in understanding how to apply the concepts of strategy, creativity, and innovation to the development of successful media content. Quintero applies his 20+ years of experience as an international Emmy-nominated television producer and creative strategic global executive in developing a model for content creation, production, and distribution in this insightful and very readable book."

—**Ronald J. Compesi**, Ph.D., Professor Emeritus, San Francisco State University

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Key Features

- Defines the essential components of the innovation process
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- **WV**™ offers a keynote presentation on innovation with real-world examples and references, a team matrix to build and understand an innovative team, and numerous worksheet templates — available from the **Web Added Value™ Download Resource Center** at www.jrosspub.com

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About the Author

Marlon Quintero is an Industrial Engineer with a Master of Arts degree (with honors) in Television Production from San Francisco State University and an MBA with concentrated studies in Entertainment, Marketing and International Business from the Marshall School of Business at the University of Southern California. In over 20 years of work experience, Mr. Quintero has created and led innovative creative processes for the development and production of over 4,500 hours of TV programming in all genres, for a wide variety of audiences and channels, in both the US and internationally. Quintero is credited with producing groundbreaking programming content for MTV, Nickelodeon, Sony Entertainment Television, Telemundo, Televisa and Telefe, and was among a team of broadcasters that earned an International Emmy nomination in 2010.

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