

## **MEDIA MANAGEMENT A CASEBOOK APPROACH**



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### **Case study Wikipedia**

In the social sciences and life sciences, a case study is a research method involving an up-close, in-depth, and detailed examination of a subject of study (the case), as well as its related contextual conditions.. Case studies can be produced by following a formal research method. These case studies are likely to appear in formal research venues, as journals and professional conferences

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Management literature has suggested that contextual factors may present strong inertial forces within organizations that inhibit implementations that appear technically rational [R.R. Nelson, S.G. Winter, An Evolutionary Theory of Economic Change, Harvard University Press, Cambridge, MA, 1982].

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Freeborn women in ancient Rome were citizens (cives), but could not vote or hold political office. Because of their limited public role, women are named less frequently than men by Roman historians. But while Roman women held no direct political power, those from wealthy or powerful families could and did exert influence through private negotiations.

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