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Springer-Verlag New York Inc., United States, 2012. Paperback. Condition: New. 2010 ed.. Language: English . Brand New Book ***** Print on Demand *****.The media industry is in transition. While some changes are readily apparent, we have not even begun to understand the impact of others. The result is one of the most fascinating times in the history of media. As digital technologies accelerate the pace of change in all facets of our lives, researchers and practitioners are exploring its impact on traditional media and social interaction. Transitioned Media brings together leading academics and media industry executives to identify and analyze the most transformative trends and issues. Themes include the effect of digital technologies on consumer behavior, new approaches to advertising and branding, social networks, the blogosphere and impact of citizen journalism, music and intellectual property rights, digital cinema, and video games. Underlying the chapters is an economic perspective, with an emphasis on how new business models are being developed that take the social dimensions of digital technologies into account. The result is a unique perspective on the digital media landscape and the forces that will shape it in the future.



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