



Media Management In The Age Of Giants

Author :Dennis F Herrick / **Category :**Language Arts & Disciplines / **Total Pages :** 416 pages

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Summary : Free media management in the age of giants pdf download - the emergence of giant media corporations has created a new era in mass communications the world of media giants with a focus on the bottom line makes awareness of business and financial issues critical for everyone in the industry this timely new edition of a popular and successful textbook introduces basic business concepts terminology history and management theories in the context of contemporary events it includes up-to-date information on technology and addresses the major problem facing media companies today how can the news regain profitability in the digital age focusing on newspaper television and radio companies herrick fills his book with real-life examples interviews with media managers and case studies in a time when all the rules are changing because of digital technology conglomeration and shifting consumer habits this text is a vital tool for students and working journalists

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