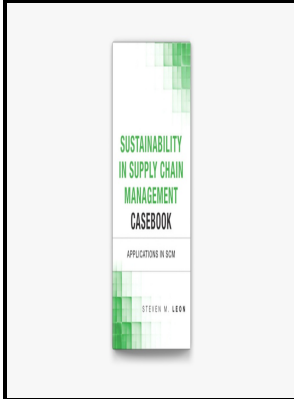


Management casebook.

Hobsons for Careers Research and Advisory Centre. - Media Management: A Casebook Approach by C. Ann Hollifield



Description: -
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Notes: Cover title: Planning your career: graduate jobs & MBA
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Book is in Used-Good condition. Addressing such topics as diversity, Media Management: A Casebook Approach provides a detailed look at the major areas of responsibility that fall to the managers of media organizations, including leadership, motivation, planning, marketing, and strategic management.

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