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Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry

By Kevin Maney

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry, Kevin Maney, A tale of big ideas .big egos .and the billions to be won or lost in the exploding communications industry "An exciting, well-written, fast paced book on a fascinating topic. It is down to earth, realistic, and important. Kevin Maney artfully demystifies the explosion of new technologies and businesses that are radically changing the way we live, work, and play."-James C. Collins coauthor of Built to Last "Mandatory reading for all who wish to know the key media players and their future playthings. His personality portraits add the intriguing 'spice' that keeps the pages turning. This is an exceptional examination of who is likely to succeed or fail in the future media landscape."- John S. Hendricks Chairman and Chief Executive Officer The Discovery Channel "Megamedia Shakeout by Kevin Maney is a comprehensive overview on the emerging 'new media'. Some of his conclusions are controversial, but this trenchant analysis from a veteran observer provides a paradigm for both insiders and neophytes. Whether you are in the industry as I am or a...



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