



Managing Interactive Media

By Andy Finney Elaine England

Addison-Wesley Professional, 2007. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - This updated and expanded fourth edition retains the strength of previous editions while adding new material relevant for the changing work environment. The book describes the latest industry trends and incorporates them into a project management framework. By developing practical skills it aids the project manager's own development, and provides a coherent overview of the issues that affect all in the converging industries of communications, media and computing. 285 pp. Englisch.



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