



Media Management: A Casebook Approach (Paperback)

By George Sylvie, Jan LeBlanc Wicks, C. Ann Hollifield

Taylor Francis Inc, United States, 2007. Paperback. Condition: New. 4th Revised edition. Language: English . Brand New Book. 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. It provides media-based cases that promote the development of critical thinking and problem-solving skills. Addressing such topics as diversity, group cultures, progressive discipline, training, and market-driven journalism, this casebook provides real-world scenarios that help students anticipate and prepare for experiences in their future careers. Among the additions to this fourth edition are * Increased discussions on groups, vision, change, diversity, and management styles; * Additional media-sensitive examples within each section of the text; * A new chapter on knowledge management; * Ethics integrated into law and leadership discussions; * A primer in global markets, technology, and policy; * In-depth consideration into the aspects of change; and * Increased emphasis on analysis. This edition also includes management scenarios in which one or more participant is a new employee or intern, making the material relevant to students while also preparing them to understand the motivations of their future employers. Developed as a media...

DOWNLOAD



READ ONLINE
[5.59 MB]

Reviews

This book is very gripping and fascinating. Of course, it can be perform, nevertheless an amazing and interesting literature. I am just pleased to explain how this is basically the finest publication i have go through within my very own lifestyle and might be he best pdf for possibly.

-- Prof. Beulah Stark

Completely among the finest ebook We have ever go through. I really could comprehended every little thing using this created e pdf. I am pleased to let you know that this is actually the greatest ebook i actually have read through inside my own daily life and might be he very best ebook for ever.

-- Gordon Kertzmann