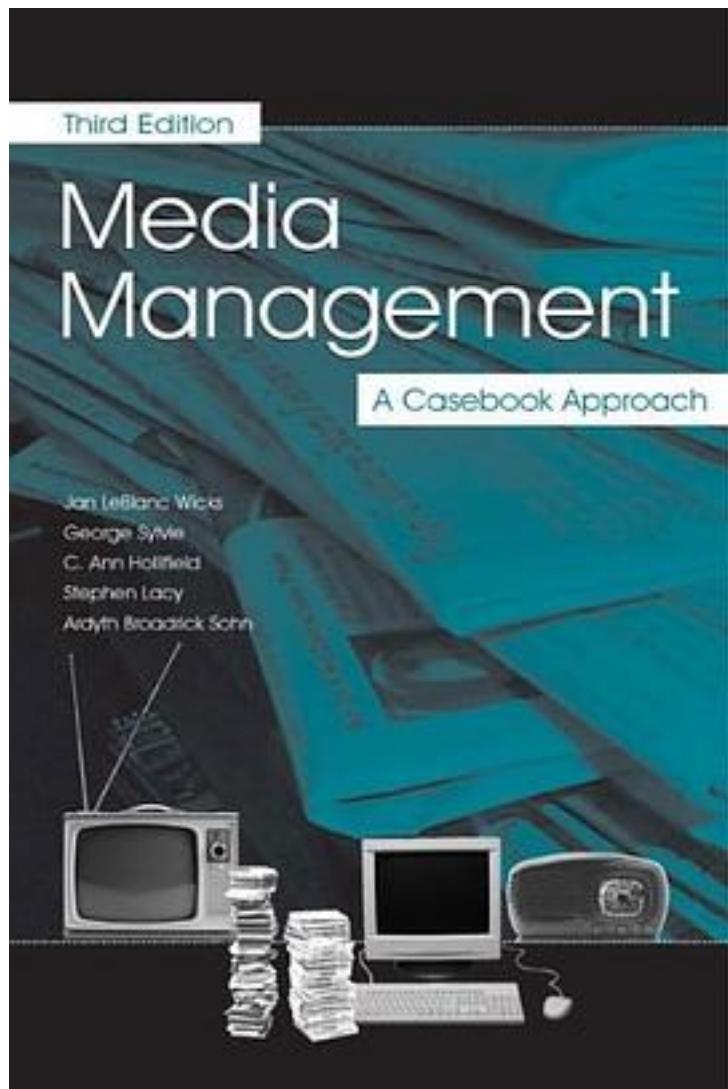


Media Management



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"Media Management: A Casebook Approach" provides a detailed look at each of the major areas of responsibility that fall to the managers of media organizations, such as leadership, motivation, planning, marketing, and strategic management. Retaining its core content and case study approach, this third edition draws upon the latest organizational and management research to guide students in the development of their managerial skills. It provides media-based cases that give students the opportunity to develop their critical thinking and problem-solving skills. Updates in this edition include: research and examples to reflect the current state of the industry; material on convergence, new media, and international aspects, as well as their influences on leadership and planning; information and research on new media, the Internet, and their future implications for media managers; technology and online resource sections; and, examples and information on data used by advertisers and media organizations. This textbook also offers new material on the structure of the Internet, new media, and converged and international media organizations. It is intended for advanced undergraduates and graduate students in media management courses.

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