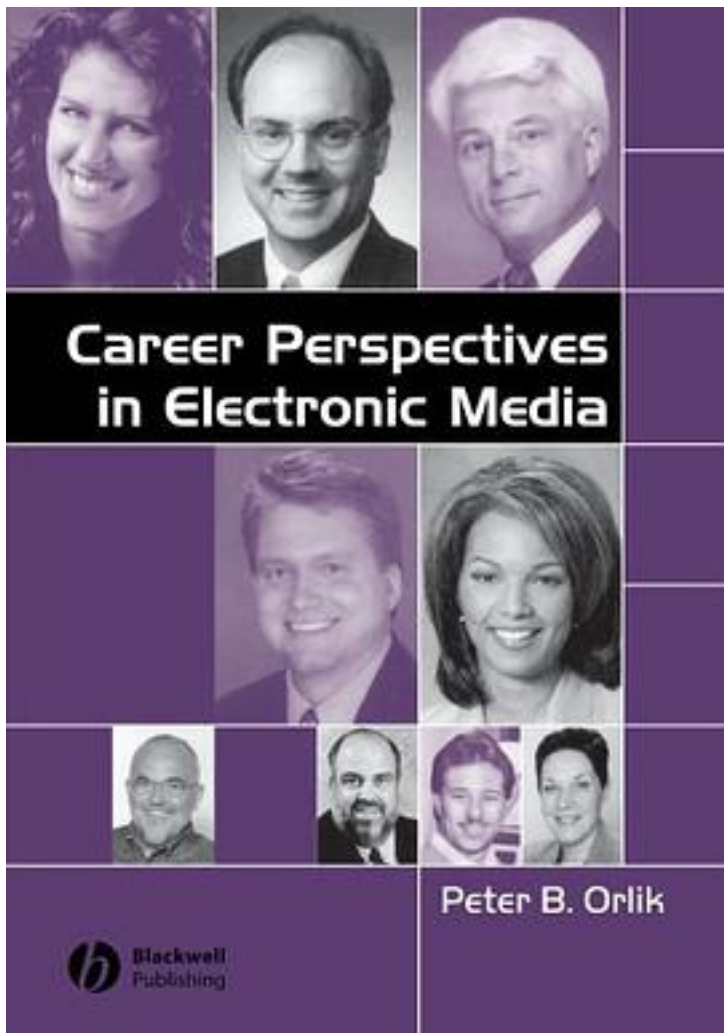


Career Perspectives in Electronic Media



[Career Perspectives in Electronic Media 下载链接1](#)

著者:Orlik, Peter B.

出版者:Blackwell Pub Professional

出版时间:2004-8

装帧:Pap

isbn:9780813824772

"Career Perspectives in Electronic Media" offers a focused, comprehensive

occupational guide that covers job roles throughout the electronic media. Professor Orlik also addresses the industry issues, structures and challenges faced by today's electronic media professionals. The most exceptional aspect of this book consists of profiles written by working professionals that characterize the duties, skills, pleasures and drawbacks associated with their jobs. These conversational profiles-nearly 50 in all-help to further illuminate the issues and operations discussed in the text. Yet, another helpful feature of this contemporary text is the 100 career-launching tips provided by additional practitioners representing ten general career areas. Coverage of job functions includes: performance and conceptual positions; production functions; sales roles; directive functions; and, evaluative functions. "Career Perspectives in Electronic Media" can be useful at the beginning or at the end of the student's program-as the ideal second text for an introductory course sequence or as the provocative primary text in a senior-level capstone course in which students assess their skills and seek to match them with careers.

作者介绍:

目录:

[Career Perspectives in Electronic Media_下载链接1](#)

标签

评论

[Career Perspectives in Electronic Media_下载链接1](#)

书评

[Career Perspectives in Electronic Media_下载链接1](#)