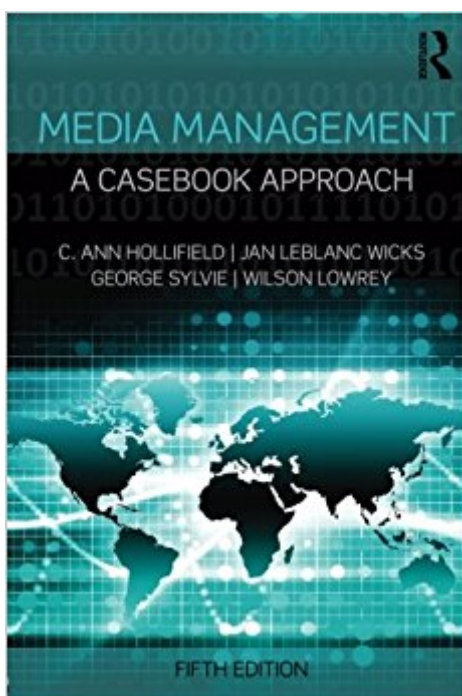


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# Media Management: A Casebook Approach (Routledge Communication Series)



## Synopsis

Media Management: A Casebook Approach provides a detailed consideration of the manager's role in today's media organizations, highlighting critical skills and responsibilities. Using media-based cases that promote critical thinking and problem-solving, this text addresses topics of key concern to managers: diversity, group cultures, progressive discipline, training, and market-driven journalism, among others. The cases provide real-world scenarios to help students anticipate and prepare for experiences in their future careers. Accounting for major changes in the media landscape that have affected every media industry, this Fifth Edition actively engages these changes in both discussion and cases. The text considers the need for managers to constantly adapt, obtain quality information, and be entrepreneurial and flexible in the face of new situations and technologies that cannot be predicted and change rapidly in national and international settings. As a resource for students and young professionals working in media industries, Media Management offers essential insights and guidance for succeeding in contemporary media management roles.

## Book Information

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## Customer Reviews

As the media industries have undergone drastic transformation, the authors of Media Management: A Casebook Approach have created a timely and appropriate response. The 5th edition book teaches students how to manage legacy media organizations, how to cope with change, and how to

start their own media organizations. It is a valuable addition to the tools available for training future media leaders. Stephen Lacy, Professor, Michigan State University The fifth edition of this impressive book focuses on innovation both inside legacy media organization and in the burgeoning world of entrepreneurs. Diverse and engaging case studies complement guidance on building ethical relationships, fostering creativity, managing change in a global environment, and planning for the unpredictable. Media Management is an invaluable resource for the leaders we need. Jane B. Singer, Professor of Journalism Innovation, City University London If you want to make career in the media industry: Read this book! If you want to establish your own media firm: Read this book! If you want to prepare for your exam: Read this book! The outstanding performance of this book consists of a both detailed and comprehensive analysis of media management. The instructive case studies support students and professionals to understand the tasks and the challenges of an industry in change. The authors pick up these change and concentrate on managing journalism as well as on managing entertainment, on the tasks of CEO's in conglomerates as well as on entrepreneurial management. Klaus-Dieter Altmepfen, Professor, Catholic University of Eichstätt-Ingolstadt Underscoring and reinforcing concepts like globalization, the importance of the ability to manage change and the shifting nature of media work, Media Management, Fifth Edition continues to provide students and others with the tools they need to understand and manage the challenges of 21st century media industries. Marianne Barrett, Senior Associate Dean and Louise Solheim Professor, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

C. Ann Hollifield is Thomas C. Dowden Professor of Media Research at the University of Georgia. Jan LeBlanc Wicks is Professor and Vice Chair in of the Department of Journalism at the University of Arkansas.

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