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# MEDIA MANAGEMENT

A CASEBOOK APPROACH

C. ANN HOLLIFIELD | JAN LEBLANC WICKS  
GEORGE SYLVIE | WILSON LOWREY



FIFTH EDITION

# Media Management A Casebook Approach

**Mike Friedrichsen, Yahya Kamalipour**



## **Media Management A Casebook Approach:**

**Media Management** Jan Wicks, LeBlanc, George Sylvie, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn, Broadrick, 2014-04-04 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

**Media Management** Ann Hollifield, Jan LeBlanc Wicks, George Sylvie, Wilson Lowrey, 2015-08-11 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

*Media Management* George Sylvie, Jan Wicks, LeBlanc, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn, Broadrick, 2009-03-04 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

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**Media Management** Stephen Lacy,Jan LeBlanc Wicks,1993 This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis Although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases Approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations All cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers The book s goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization Practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion Original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

*Media Management* Stephen Lacy,Ardyth B. Sohn,Jan LeBlanc Wicks,George Sylvie,Angela Powers,1993 USE FIRST TWO SENTENCES ONLY FOR GENERAL CATALOGS This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis Although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases Approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations All cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers The book s goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization Practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as

more formal classroom debate and discussion Original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume Media Management C. Ann Hollifield,Jan LeBlanc Wicks,George Sylvie,Wilson Lowrey,2016 **Media Management** Stephen Lacy,Jan LeBlanc Wicks,1993 This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis Although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases Approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations All cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers The book s goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization Practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion Original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

*Media Management* Ardyth Broadrick Sohn,1999 Using case studies of media management this volume provides exercises including practice in role playing leadership communication and decision making with consequences Students are encouraged to distinguish between arts activities actors meanings relationships and settings of importance **Media Management** , **Media Management** Ann Hollifield,Jan LeBlanc Wicks,George Sylvie,Wilson Lowrey,2015-08-11 *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 *Handbook of Media Management and Economics* Alan Albarran,Bozena Mierzejewska,Jaemin Jung,2006-04-21 This comprehensive Handbook provides a synthesis of current work

and research in media management and economics The volume has been developed around two primary objectives assessing the state of knowledge for the key topics in the media management and economics fields and establishing the research agenda in these areas ultimately pushing the field in new directions The Handbook s chapters are organized into parts addressing the theoretical components key issues analytical tools and future directions for research Each chapter offers the current state of theory and scholarship of a specific area of study and the volume contributors all well established in their areas of specialty represent domestic and international scholarship With its unparalleled breadth of content from expert authors the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms and establishes the direction for the next phases of research in this growing arena of study The Handbook of Media Management and Economics will serve to stimulate future thought and research in the media management and economics disciplines As such this volume will be a required reference for students professors and industry practitioners for years to come **Media**

**Management** Bernd W. Wirtz, 2020-09-11 Digitalization significantly changes the media To cope with this change and to exploit new market opportunities is a major challenge for media corporations Bernd Wirtz provides a valuable guideline for this new world combining theory facts and practice Dr Hubert Burda German publisher and Managing Corporate Partner of Hubert Burda Media Holding KG The media business is subject to substantial change while differences between distinctive media areas are fading away This is due to technical innovation in areas like transmittance of content bearer of content and recording devices but also due to new formats trends and constant change of consumer behavior The textbook Media and Internet Management stays abreast of changes and covers this topic on a well founded and comprehensive basis It makes a valuable contribution to theory and practice in media management and is highly recommendable to media managers Christoph Mohn Chairman of the Supervisory Board Bertelsmann AG The world of media is full of challenges and dynamic conditions for its field The dynamic of this market is accelerated even more by new digital technologies and ongoing globalization This book is an absolute must have for everyone who wants to know more about the basics conditions and requirements of modern media management The analytical clearness and structure make this publication highly relevant for students but also for managers Urs Rohner Chairman of the Board of Directors Credit Suisse Group AG Media Management is a textbook but a very welcome newcomer for students and teachers as it fills a market gap for good educational material in this rapidly evolving field It is concise simple but not simplistic and contains a contemporary overview of concepts and tools for media managers Prof Dr Bozena I Mierzejewska Editor of The International Journal on Media Management Fordham University New York Summed up with his second edition Wirtz managed to strengthen the outstanding position of his publication Media Management His textbook shines because of its content analytical clearness and the high relevance for business practice without losing its academic background With the second edition this book has established its position in the field of media business as the leading standard reference book in Germany It is suitable for business students lectures as well

as managers who can gain magnificent information from it Prof Dr Wolfgang Fritz Director of the Institute of Marketing Braunschweig University of Technology Germany Honorary Professor at the Institute of Business Administration University of Vienna Austria     **Value-Oriented Media Management** Klaus-Dieter Altmeppen,C. Ann Hollifield,Joost van

Loon,2017-04-27 In the light of a rapidly changing media industry with new technologies actors and advertising models and the critical role of media in society this volume highlights the meaning of different values in media companies and media managers decisions It discusses how economic as well as societal values can be equally integrated in media management processes and how such values affect the internal as well as external environment of media companies The contributions analyze various issues in media management such as the relationship between quality and audience demand the role of branding in building values changes in the value chain and the impact of deregulation Further important topics include hypercompetition mediatization challenges for media managers and the meaning of corporate social responsibility

**Electronic Media Management, Revised** Peter Pringle,Michael F Starr,2013-06-26 The fifth edition of a classic text features important updates that reflect the enormous changes that have taken place in recent years the Internet as an important information transmission format that is here to stay and convergence among media This edition features thorough discussions on the Internet and convergence as well as reflects the latest information on broadcast and cable regulations and policies It also includes a fresh batch of case studies and study questions As in previous editions this book also covers management theory audience analysis broadcast promotion and marketing     **Media Effects and Society** Elizabeth M.

Perse,Jennifer Lambe,2016-08-05 Grounded in theoretical principle Media Effects and Society help students make the connection between mass media and the impact it has on society as a whole The text also explores how the relationship individuals have with media is created therefore helping them alleviate its harmful effects and enhance the positive ones The range of media effects addressed herein includes news diffusion learning from the mass media socialization of children and adolescents influences on public opinion and voting and violent and sexually explicit media content The text examines relevant research done in these areas and discusses it in a thorough and accessible manner It also presents a variety of theoretical approaches to understanding media effects including psychological and content based theories In addition it demonstrates how theories can guide future research into the effects of newer mass communication technologies The second edition includes a new chapter on effects of entertainment as well as text boxes with examples for each chapter discussion of new technology effects integrated throughout the chapters expanded pedagogy and updates to the theory and research in the text These features enhance the already in depth analysis Media Effects and Society provides     **Media Product Portfolios**

Robert G. Picard,2014-04-08 Media product portfolios are rapidly becoming the predominant shared characteristic of media companies worldwide This volume is the result of a coordinated effort of scholars in the United States and Europe to explore the characteristics     **The Radio Station** John Hendricks,Bruce Mims,2018-05-01 The Radio Station offers a concise and

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Silton, Nava R.,2016-06-27 The use of imagination can lead to greater outcomes in problem solving innovation and critical thinking By providing access to creative outlets productivity increases in schools businesses and other professional settings Exploring the Benefits of Creativity in Education Media and the Arts is a pivotal reference source for the latest scholarly research on the stimulation and implementation of creative thinking in academic and professional environments Highlighting the foundations of creativity from theoretical and neuroscientific perspectives this book is ideally designed for academics professionals educators and practitioners

**Media Role in African Changing Electoral Process** Cosmas Uchenna Nwokeafor,Kehbuma Langmia,2013-12-20 Media Role in African Changing Electoral Process analyzes the effect of mass media on African elections Featuring contributions by leading African scholars and professionals this book covers a wide array of social science disciplines political discourses and political communication issues In addition the book is an essential reference guide for mass media scholars political scientists consultants professionals and diplomats interested in the media s role in the electoral process

**Digital Transformation in Journalism and News Media** Mike Friedrichsen,Yahya Kamalipour,2017-05-03 This book analyzes various digital transformation processes in journalism and news media By investigating how these processes stimulate innovation the authors identify new business and communication models as well as digital strategies for a new environment of global information flows The book will help journalists and practitioners working in news media to identify best practices and discover new types of information flows in a rapidly changing news media landscape



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