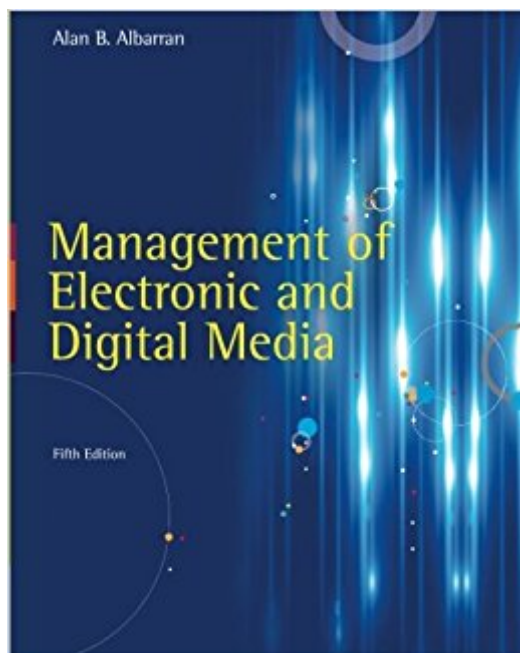


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# Management Of Electronic And Digital Media



## Synopsis

MANAGEMENT OF ELECTRONIC AND DIGITAL MEDIA, 5th Edition, provides the most accurate and current information on the management techniques used in the electronic and digital media industry. Written clearly and concisely, this text covers the most important aspects for future managers in the broadcast, cable, radio, and new media (Web and mobile) industries.

## Book Information

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Preface. List of Abbreviations and Acronyms. 1. Managing in the Electronic and Digital Media. 2. The Media Marketplace: Markets, Mergers, Alliances, and Partnerships. 3. Ethics of Management. 4. Theories of Management. 5. Financial Management. 6. Managing Personnel. 7. Audiences and Audience Research. 8. Content: Strategy and Distribution. 9. Marketing. 10. News and News Management. 11. Regulatory Influences on Media Management. 12. Technology Influences on Media Management. 13. Social Media Influences on Media Management. Glossary of Key Terms. Index. --This text refers to an out of print or unavailable edition of this title.

Alan B. Albarran is the chair of the Department of Radio, Television and Film, as well as the director of the Center for Spanish Language Media at the University of North Texas in Denton, TX. The author/editor of 12 books and former editor of two scholarly journals, Dr. Albarran is internationally recognized as one of the leading scholars in the field of media management and economics. He has presented workshops and seminars in 20 countries and also consults on the media industries. Dr.

Albarran's awards include the Broadcast Education Association's Distinguished Scholar Award (2009) and the Journal of Media Economics Award of Honor (2008). He served as the president of the Broadcast Education Association and the Texas Association of Broadcast Educators.

Got me through a year of college. Woo. At least it was a lot less than the bookstore wanted for it.

A bit outdated as this industry is moving so fast, but provided solid historic background as a basis for understanding market

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