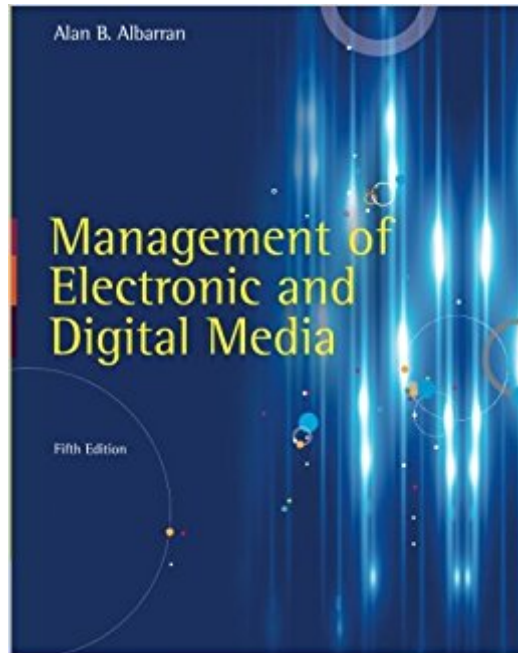




Ebook Directory
the best source of ebook

The book was found

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

Paperback: 336 pages

Publisher: Cengage Learning; 5 edition (January 1, 2012)

Language: English

ISBN-10: 111134437X

ISBN-13: 978-1111344375

Product Dimensions: 7.4 x 0.8 x 9.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 3.4 out of 5 stars 2 customer reviews

Best Sellers Rank: #264,021 in Books (See Top 100 in Books) #126 in [Books > Humor & Entertainment > Radio > General Broadcasting](#) #369 in [Books > Arts & Photography > Other Media > Film & Video](#) #520 in [Books > Textbooks > Humanities > Performing Arts > Film & Television](#)

Customer Reviews

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

[Download to continue reading...](#)

Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Electronic Document Preparation and Management for CSEC Study Guide: Covers latest CSEC Electronic Document Preparation and Management syllabus. Management of Electronic and Digital Media (Cengage Series in Communication Arts) Management of Electronic and Digital Media Essentials of Electronic Testing for Digital, Memory and Mixed-Signal VLSI Circuits (Frontiers in Electronic Testing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Between Film, Video, and the Digital: Hybrid Moving Images in the Post-Media Age (International Texts in Critical Media Aesthetics) Electronic Media Management, Revised Digital Religion, Social Media and Culture: Perspectives, Practices and Futures (Digital Formations) Personal Connections in the Digital Age (Digital Media and Society) Handbook of Organic Materials for Optical and (Opto)Electronic Devices: Properties and Applications (Woodhead Publishing Series in Electronic and Optical Materials) Bitcoin Basics: Cryptocurrency, Blockchain And The New Digital Economy (Digital currency, Cryptocurrency, Blockchain, Digital Economy) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Photography: Complete Guide to Taking Stunning, Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Electronic Cigarette: The Ultimate Guide for Understanding

E-Cigarettes And What You Need To Know (Vaping Pen, Electronic Hookah, E-Hookah, E-Liquid, Alternative, Juice, G-Pen, Starter Kit) Encapsulation Technologies for Electronic Applications (Materials and Processes for Electronic Applications) IEC 61508-7 Ed. 1.0 b:2000, Functional safety of electrical/electronic/programmable electronic safety-related systems - Part 7: Overview of techniques and measures

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)