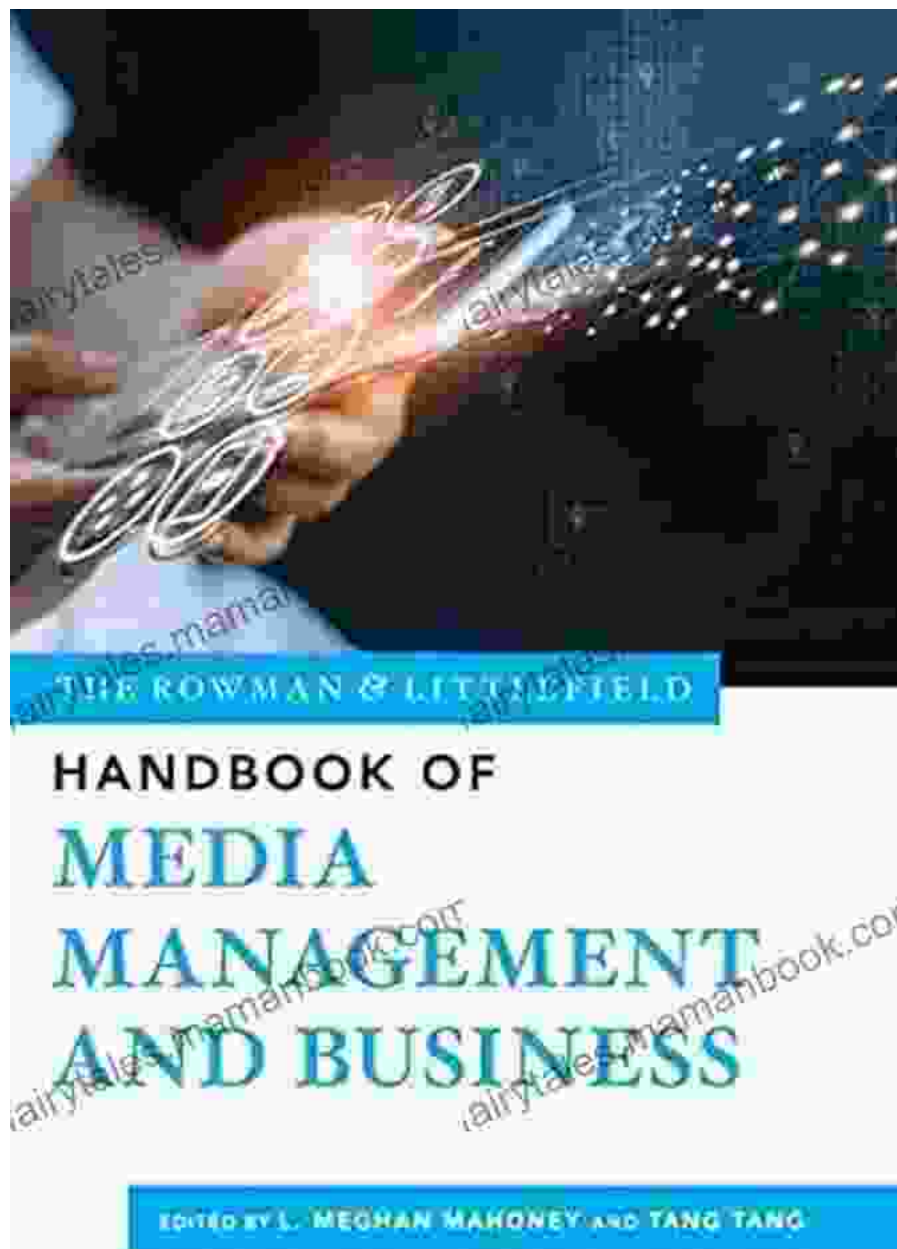


The Rowman Littlefield Handbook of Media Management and Business: An Essential Guide for Media Professionals



In today's rapidly evolving media landscape, it is essential for media professionals to have a comprehensive understanding of the business and

management aspects of the industry. The Rowman Littlefield Handbook of Media Management and Business provides an in-depth guide to the key concepts and practices of media management, offering valuable insights into the challenges and opportunities facing the industry in the 21st century.



The Rowman & Littlefield Handbook of Media Management and Business (The Rowman & Littlefield Handbook Series 2) by Alex Frost

★★★★★ 5 out of 5

Language : English
File size : 1353 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 458 pages



Key Concepts and Theories

The handbook begins by introducing the fundamental concepts and theories of media management, including:

- **Media economics:** Understanding the financial and economic models that drive media organizations.
- **Media law and regulation:** Navigating the legal and regulatory frameworks that govern media content and distribution.
- **Media ethics:** Examining the ethical responsibilities of media professionals and organizations.

- **Media technology:** Exploring the technological advancements that are transforming the media industry.

Business Aspects of Media

The handbook also delves into the business aspects of media, covering topics such as:

- **Media marketing and advertising:** Developing effective marketing strategies and campaigns to reach target audiences.
- **Media finance:** Managing the financial resources and investments of media organizations.
- **Media human resources:** Recruiting, developing, and retaining a talented workforce.
- **Media operations management:** Optimizing the operational efficiency of media organizations.

Case Studies and Industry Perspectives

To illustrate the practical application of media management principles, the handbook includes numerous case studies and industry perspectives from leading media executives and scholars. These case studies provide real-world examples of how media organizations have successfully navigated the challenges and opportunities of the digital age.

Emerging Trends and Future Directions

The handbook concludes by examining emerging trends in the media industry and exploring the future directions of media management. Topics covered include:

- **Convergence and digital disruption:** The impact of new technologies on traditional media business models.
- **Audience fragmentation and personalization:** The challenges and opportunities of reaching and engaging audiences in a fragmented media environment.
- **Globalization and media:** The increasing interconnectedness of the global media market.
- **Media management in the future:** Predictions and insights into the future of media management practices.

The Rowman Littlefield Handbook of Media Management and Business is an authoritative and comprehensive guide for media professionals seeking to gain a deeper understanding of the business and management aspects of the industry. With its in-depth coverage of key concepts, practical case studies, and insights into emerging trends, the handbook is an essential resource for anyone who wants to succeed in the rapidly changing world of media.



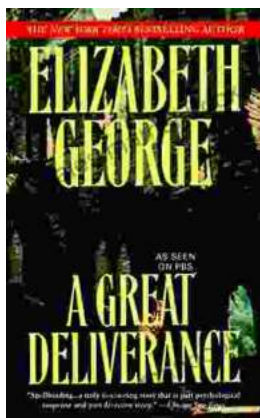
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