



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

*George Sylvie, LeBlanc, Jan Wicks, C. Ann Hollifield, Stephen Lacy, Broadrick, Ardyth Sohn*

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*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 new chapter on knowledge management;
- Ethics integrated into law and leadership discussions;
- A primer in global markets, technology, and policy;
- In-depth consideration into the aspects of change; and
- Increased emphasis on analysis.

This edition also includes management scenarios in which one or more participant is a new employee or

intern, making the material relevant to students while also preparing them to understand the motivations of their future employers. Developed as a media management text for advanced undergraduates and graduate students, *Media Management* provides realistic scenarios and invaluable insights on working in the media industries.

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**Annie Hendricks:**

The reason why? Because this Media Management: A Casebook Approach (Routledge Communication Series) is an unordinary book that the inside of the publication waiting for you to snap it but latter it will zap you with the secret that inside. Reading this book alongside it was fantastic author who have write the book in such incredible way makes the content on the inside easier to understand, entertaining technique but still convey the meaning thoroughly. So , it is good for you for not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of advantages than the other book possess such as help improving your skill and your critical thinking method. So , still want to hold off having that book? If I have been you I will go to the reserve store hurriedly.

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