

# HANDBOOK OF MEDIA MANAGEMENT AND ECONOMICS

Edited by  
Alan B. Albarran  
Sylvia M. Chan-Olmsted  
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# Handbook Of Media Management And Economics Media Management And Economics Series

**Alan B. Albarran, Sylvia M. Chan-  
Olmsted, Michael O. Wirth**



## **Handbook Of Media Management And Economics Media Management And Economics Series:**

**Handbook of Media Management and Economics** Alan Albarran,Bozena Mierzejewska,Jaemin Jung,2018-04-27

Winner of the 2019 Robert Picard Book Award The Handbook of Media Management and Economics has become a required reference for students professors policy makers and industry practitioners The volume was 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 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 evolving arena of study Updates include the rise of mobile and social media globalization audience fragmentation and big data

**Handbook of Media Management and Economics** Alan B. Albarran,Sylvia M. Chan-Olmsted,Michael O.

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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

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*The Media Economy* Alan B. Albarran,2023 This fully updated third edition analyzes the media industries and their activities from macro to micro levels using concepts and theories to demonstrate the role the media plays in the economy as a whole This textbook breaks new ground through its analysis of the rapidly changing and evolving media economy from two unique perspectives First the book explores how media industries function across global national household and individual levels of society Second it assesses how key forces such as technology globalization regulation and consumer aspects are constantly evolving and influencing media industries This new edition incorporates thoroughly updated theory and research as well as expanded case studies that include examples from international markets such as Asia Europe and Latin America It builds on the contributions of the previous edition by providing new references and current data to define and analyze today s media markets and offers a more expansive assessment of streaming business models as well as the effects of Covid 19 on the media economy Written in an accessible style and presenting a holistic global perspective of the role of media in the global economy the textbook provides crucial insights for students and practitioners of media economics media management and media industries

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convention of the Broadcast Education Association it represents the most current theory and research in the area **Media Management Matters** Ulrike Rohn, Tom Evens, 2020-03-13 This edited volume explores media management as engaged scholarship building a bridge between theory and practice and discussing research collaboration between academia policymakers and the media industry In addition to advancing the scholarly discipline it also questions investigates and discusses the practical value of the research undertaken showing how media management research can provide actionable practice relevant knowledge to decision makers throughout the media industry The volume is broken into two parts a section reflecting on the need for collaboration between research and practice and a section overviews specific projects that aim to deliver administrative value to stakeholders The international research projects presented here span topics such as digital transformation business models in news and digital journalism media entrepreneurship and start ups ad blocking location based services audiovisual consumption preferences the sustainability of small television markets co located and clustered industries and digital privacy Incorporating under used methodological approaches such as action research and ethnography **Media Management Matters** brings suggestions for how scholarship might be promoted outside academia Simply put this book aims to demonstrate why media management matters Featuring an international roster of contributors this collection is essential reading for scholars and practitioners of media management business and policy **The Media Economy** Alan B. Albarran, 2023-11-30 This fully updated third edition analyzes the media industries and their activities from macro to micro levels using concepts and theories to demonstrate the role the media plays in the economy as a whole This textbook breaks new ground through its analysis of the rapidly changing and evolving media economy from two unique perspectives First the book explores how media industries function across global national household and individual levels of society Second it assesses how key forces such as technology globalization regulation and consumer aspects are constantly evolving and influencing media industries This new edition incorporates thoroughly updated theory and research as well as expanded case studies that include examples from international markets such as Asia Europe and Latin America It builds on the contributions of the previous edition by providing new references and current data to define and analyze today's media markets and offers a more expansive assessment of streaming business models as well as the effects of Covid 19 on the media economy Written in an accessible style and presenting a holistic global perspective of the role of media in the global economy the textbook provides crucial insights for students and practitioners of media economics media management and media industries **Management and Economics of Communication** M. Bjørn Rimscha, 2020-06-08 This handbook combines the perspectives of communication studies economics and management and psychology in order to provide a comprehensive economic view on personal and mass communication It is divided into six parts that comprise 1 an overarching introduction that defines the field and provides a brief overview of its history 1 chapter 2 the most commonly used theoretic frameworks for the analysis of communication economics and management 4 chapters 3 the peculiarities of

the quantitative and qualitative methods and data used in the field 3 chapters 4 key issues of the field such as the economics of language labor in creative industries media concentration branding etc 10 chapters 5 descriptions of the development trends and peculiarities of the field in different parts of the world written by scholars from the respective region 10 chapters 6 reflections on future directions for the field both from a managerial and from an economics perspective 1 chapter The authors of the individual chapters represent different academic disciplines research traditions and geographic backgrounds The reader will thus gain multifaceted insights into the management and economics of communication

**A Research Agenda for Media Economics** Alan B. Albarran, 2019-12-27 Presenting cutting edge thoughts on media economics its history and development and looking forward to its future this timely book investigates the changing face of the field With contributions from some of the most prominent media economics scholars in the world this provocative and visionary Research Agenda covers theory development consumer and audience demand information and cultural goods and technological dimensions

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***Public Media Management for the Twenty-First Century*** Michał Głowacki, Lizzie Jackson, 2013-10-15 This book analyzes the challenges facing public service media management in the face of ongoing technological developments and changing audience behaviors It connects models strategies concepts and managerial theories with emerging approaches to public media practices through an examination of media services e g blogs social networks search engines content aggregators and the online performance of traditional public media organizations Contributors identify the most relevant and useful approaches those likely to encourage creativity interaction and the development of innovative content and services and discuss how such innovation can underpin the continuation or expansion of public service media in the changing mediascape

**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

**Head's Broadcasting in America** Michael McGregor, Paul D. Driscoll, Walter McDowell, 2016-01-08 This book documents the dramatic changes in the field of electronic media in the past decade and

provides informed insights in the exciting and changes yet to come It examines the transition in broadcasting from analog to digital transmission and the changing business models of electronic media *Handbook of Social Media Management* Mike Friedrichsen,Wolfgang Mühl-Benninghaus,2013-05-28 Digitization and Web 2 0 have brought about continuous change from traditional media management to new strategic operative and normative management options Social media management is on the agenda of every media company and requires a new set of specialized expertise on digital products and communication At the same time social media has become a vibrant field of research for media economists and media management researchers In this handbook international experts present a comprehensive account of the latest developments in social media research and management consistently linking classical media management with social media The articles discuss new theoretical approaches as well as empirical findings and applications yielding an interesting overview of interdisciplinary and international approaches The book s main sections address forms and content of social media impact and users management with social media and a new value chain with social media The book will serve as a valuable reference work for researchers students and professionals working in media and public relations **Managing Media Work** Mark Deuze,2011 A cutting edge exploration of media management media work and media professions edited by one of the biggest names in the field 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 **The International Encyclopedia of Communication Theory and Philosophy, 4 Volume Set** Klaus Bruhn Jensen,Robert T. Craig,Jefferson D. Pooley,Eric W. Rothenbuhler,2016-10-31 The International Encyclopedia of Communication Theory and Philosophy is the definitive single source reference work on the subject with state of the art and in depth scholarly reflection on key issues from leading international experts It is available both online and in print A state of the art and in depth scholarly reflection on the key issues raised by communication covering the history systematics and practical potential of communication theory Articles by leading experts offer an unprecedented level of accuracy and balance Provides comprehensive clear entries which are both

cross national and cross disciplinary in nature The Encyclopedia presents a truly international perspective with authors and positions representing not just Europe and North America but also Latin America and Asia Published both online and in print Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at [www.wileyicaencyclopedia.com](http://www.wileyicaencyclopedia.com) **Managing Media Economy, Media Content and Technology in the Age of Digital Convergence** Zvezdan Vukanovic,Paulo Faustino,2022-03-03 This book which analyzes the internal and external environment of the media industry compiles scientific articles written by 33 authors coming from 13 diverse countries emphasizing the complex and multifaceted nature of the industry of the business and of the media economy The authors got more than 130 detailed definitions of relevant concepts from the business and media technology area having quoted in their articles more than 720 books monographs articles and research papers This work intends on one hand to emphasize the necessity from the companies and the media consumers side to define strategies that allow to give an answer to the appearing of the new media On the other hand it intends to adopt and adapt relevant business frames and concepts for the economic and technological analysis of media markets The Rowman & Littlefield Handbook of Media Management and Business L. Meghan Mahoney,Tang Tang,2020-12-15 The Rowman Littlefield Handbook of Media Management and Business connects research and industry practice to offer a strategic guide for aspiring and current media professionals in convergent environments As a comprehensive one stop reference for understanding business issues that drive the production and distribution of content that informs entertains and persuades audiences aims to inspire and inform forward thinking media management leaders The handbook examines media management and business through a convergent media approach rather than focusing on medium specific strategies By reflecting media management issues in the information entertainment sports gaming industries contributed chapters explore the unique opportunities and challenges brought by media convergence while highlighting the fundamental philosophy concepts and practices unchanged in such a dynamic environment this handbook examines media management through a global perspective and encourages readers to connect their own diverse development to a broader global context It is an important addition to the growing literature in media management with a focus on new media technologies business management and internationalization



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