



## Media Management: A Casebook Approach (Paperback)

By George Sylvie, Jan LeBlanc Wicks, C. Ann Hollifield

Taylor Francis Inc, United States, 2007. Paperback. Condition: New. 4th Revised edition. Language: English . Brand New Book. 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...



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