



Media Management: A Casebook Approach (Routledge Communication Series)

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

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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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