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Autore	Georgiades Stavros
Titolo	Employee Engagement in Media Management : Creativeness and Organizational Development / / by Stavros Georgiades
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Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	1 Introduction -- 2 Employee Engagement and Organizational Change -- 3 Communication Process to Achieve Employee Engagement -- 4 Organizational Arrangements for Participation Leading Towards Employee Engagement -- 5 Employee Engagement Implementation Leading Towards Employee Creativity -- 6 Assessing Employee Creativity -- 7 Conclusion.
Sommario/riassunto	This book explores a major media management topic on the basis of case study research conducted in European, US and Brazilian media companies. More specifically, it examines the dynamics of employee engagement, aiming at organizational development through change. The book contemplates the discipline of Media Management through a management lens, and focuses on the construct of employee engagement and its value with regard to successfully introducing change and achieving organizational development. It concentrates on providing the necessary information and organizational arrangements from the points of view of media managers and employees, and highlights how this engagement can encourage employees to create

and innovate. The book is directed towards researchers and students, as well as practitioners/professionals involved with media organizations.

2. Record Nr.

Autore

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Titolo

Martin Kat <1947->

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Heart of Courage

ISBN

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Lingua di pubblicazione

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Sommario/riassunto

Under the pert pen name "Lady Smart," opinionated Lindsey Graham crusades for social change among London's elite, writing for the ladies' gazette Heart to Heart. But Lindsey's greatest campaign begins when her brother Rudy, a notorious rake, is accused of murdering a string of prostitutes. Her confidence in his innocence is bolstered when an anonymous letter arrives naming Viscount Merrick as the killer. Lindsey launches her own investigation into the gentleman's questionable pursuits, a risky venture that earns her an unwelcome bodyguard-Thor Draugr. At first, Lindsey refuses the protection of her employer's brother-in-law. They are like oil and water, yet she can barely conceal her attraction to the rugged Norseman. But an attempt on her life reveals not only the lengths that someone will go to in order to prevent her interference in the viscount's sordid affairs, but that she can no longer deny that she desires the warrior by her side . . . Contains mature themes.